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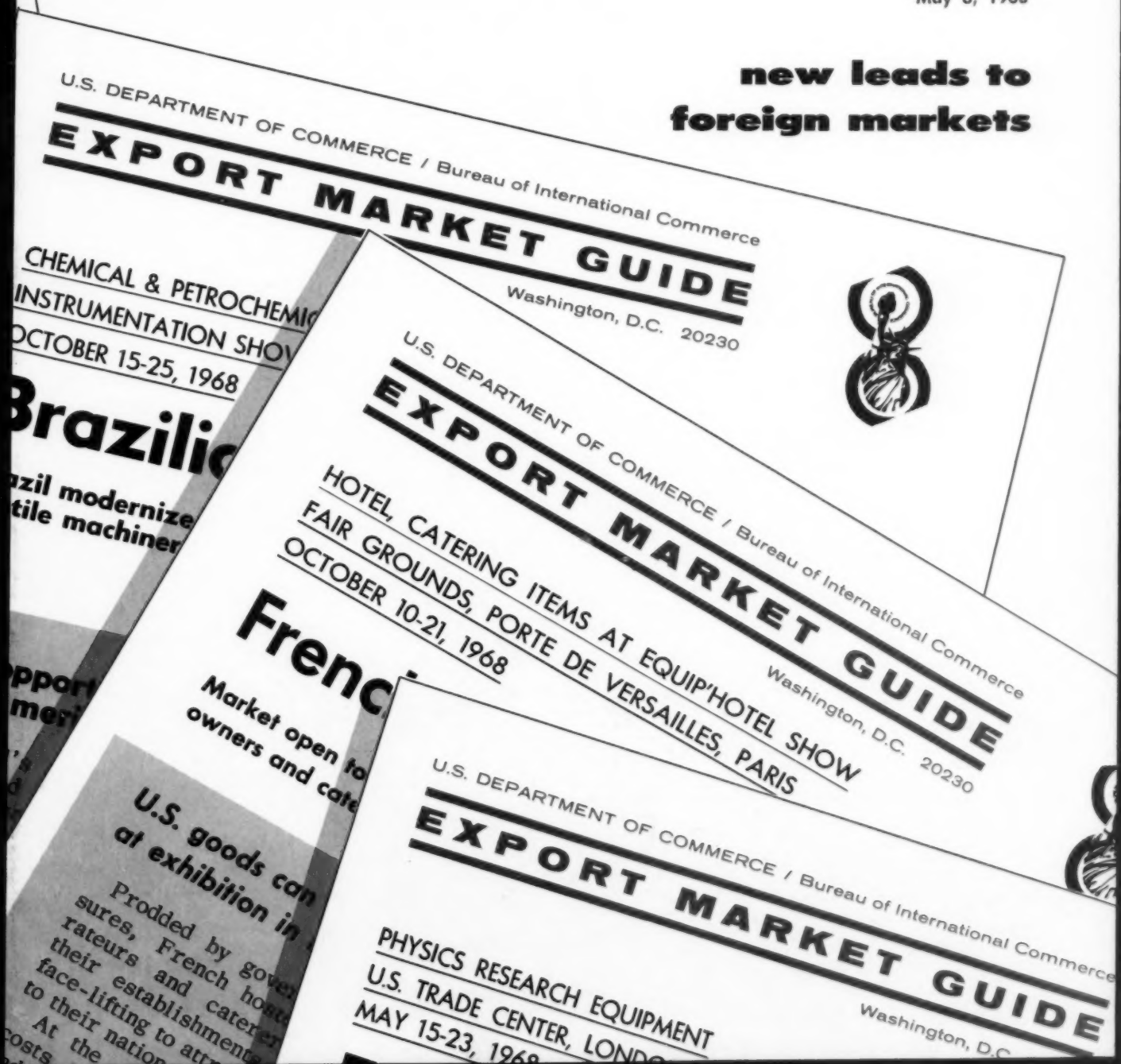
May 6, 1968

new leads to foreign markets



International Trade Winds Newsletter

Company News

ENGINEERING—The Badger Co., Inc., Cambridge, Mass. and Tomoe Engineering Co., Ltd., Tokyo, have announced the formation of a jointly-owned subsidiary, Badger-Tomoe Co., Ltd., The new firm will have headquarters in Tokyo, and will carry out the sales of chemical, petrochemical, and petroleum process plants in more than 12 Asian countries. Badger-Tomoe will also promote the sale of processes owned by Badger and the processes of others which Badger has rights to offer for license.

DATA PROCESSING—Sperry Rand Corp.'s Univac Division, Philadelphia, will supply two Univac Model 494 Real-Time Computer systems, valued at more than $3 million, to Iberia Airlines of Spain. Installation of the systems will begin later this year at Iberia's international headquarters in Madrid. Designed primarily as an automatic seat reservation system, the Univacs are expected to be in full operation within a year.

COPPER PROCESSING—Dorr-Oliver, Inc., Stamford, Conn., has been awarded a contract to supply four stainless steel 150-foot diameter thickeners to dewater and wash leached copper ore at the Cyprus Mines Corp.'s Zeros mill on the island of Cyprus. The Dorr-Oliver units are designed to handle 720 tons daily of leached copper slimes from the Cyprus Mines new pressure leaching plant for the retreatment of existing tailings. Caulkins-Nordling, San Jose, Calif., were general mechanical engineers and contractors for the project.

PACKAGING—American Can Co., New York, and the Banco Popular Dominicano, Santo Domingo, Dominican Republic, have signed a loan agreement for partial financing of a $2 million food can plant near Santiago, Dominican Republic. Envases Antillanos, C. por A., a subsidiary of American Can, will use the loan to complete purchase of machinery and equipment, for construction of a plant, for installation expenses, and for the start-up of the factory. Operation is expected to begin this August.

Meet the Kid, American technology's answer to Southeast Asia's urgent quest for a modern replacement for the water buffalo. The Aerospace Division of LTV used the Bangkok U.S. Trade Development Center as a site for their vehicle's debut. The Kid will travel through paddies, swamps and other terrain that would stop a buffalo. After LTV brings the enthusiastically-received prototype back to the U.S. for refinements, it will be returned to Asia for entry into the market on a joint venture assembly or manufacture basis.

The Kid went from Bangkok for display in such places as Khorat, Khon Kaen and Udorn in the northeast region of Thailand, and shortly afterward other U.S. equipment was taken into those cities for display. It was a Bangkok Trade Development Center mobile exhibit. Reps of 15 U.S. makers of portable welding equipment, office machines, hand and power tools, and portable fire extinguishing equipment were pleased with local interest. A total of 481 persons, including the local governor, came to the exhibit at Khorat.

A drive to make computer systems compatible or convertible at the international level can be fueled by the "technology gap" discussions underway between the United States and other member nations of the Organization for Economic Cooperation and Development. Exchange of information is the key to transfer of technology between nations, the OECD recognizes. But the amount of this information is doubling every 10 years, and is swamping the traditional means of handling it. The computer is the answer—if it can be made to work across national boundaries.

"The Embassy can help in two ways to make your business trip to the U.S. a success," American Commercial Officers on Taiwan tell the local businessmen in the monthly U.S. Commercial Newsletter. The first is to give them an introduction to the 42 U.S. Department of Commerce Field Offices across the U.S. And the second is to put them in touch with the readers of this magazine. Businessmen who consult the Embassy a month or more before departure for the U.S. can have their itineraries listed in our "Visiting Buyers" column.

The day of the jumbo jet and other huge air cargo carriers is drawing ever nearer. Last month, with an eye on export traffic managers, Goodyear Aerospace Corp. unveiled prototype containers especially contoured for the new Boeing 747, whose cargo version will be handling up to 220,000 lbs. on each flight.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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Expressions herein from private sources are meant to stimulate thought toward the solution of problems confronting the international businessman and to provide constructive suggestions, but they are personal opinions. Contents of this publication are not copyrighted unless so indicated. Noncopyrighted materials may be reprinted freely. Mention of source will be appreciated. Use of funds for printing this publication approved by the Director of the Bureau of the Budget on June 17, 1966.

the cover

Export Market Guides give businessmen the benefit of extensive market research conducted by the Commerce Department. The guides are published to promote U.S. Trade Center Shows, but contain information that is of help to the nonexhibitor as well. Commerce's research evaluates the market in depth, often indicating specific products manufactured locally, consumer preferences and idiosyncrasies, and other information that can save the exporter money and mistakes. The story begins on page 2.

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GUIDES FOR EXPORTERS

Surveys give market leads

Overseas studies made for U.S. exhibitions are published as selling tools

By LESLIE J. WILDER
Office of Publications & Information, DIB

A provincial hotel in France, attempting to move up from two-star to three-star status in its country's famous tourist rating system, is in the market for refrigeration equipment, possibly U.S.-made, to modernize its kitchen.

In Brazil, a road-building firm wants to participate in the government's $11 billion transportation projects, but will need to buy a wheel-mounted tractor and motor grader to tackle the job.

Who knows about this, besides the hotel and company managers themselves?

The answer is the market research people who have been beating paths up and down the industrial byways overseas in search of the data that goes into a series of Commerce Department reports aimed straight at U.S. companies.

These reports, called Export Market Guides, have been prepared by the Commerce Department to attract participation in trade shows and other overseas exhibitions it is sponsoring. However, the guides are equally valuable to businessmen not planning to exhibit, as they contain descriptions of markets, sales opportunities, demand for items on sale, international competition, sales approach, and sales and technical requirements.

The guides are distillations of overseas market surveys conducted by market research firms in the country being surveyed, or sometimes by staff members of the Commerce Department's Commercial Exhibits Division. The Export Market Guide is written by a plans officer in Commerce's Office of International Trade Promotion.

Market surveys available

Background material from which the guide is drawn is published separately as a Foreign Market Survey, available from the Department of Commerce or its field offices for $3 each. Market Surveys are also available for countries and commodities for which no trade fairs are planned. Foreign Market Surveys, as well as Export Market Guides, are listed in the semiannual Checklist of International Business Publications (published in INTERNATIONAL COMMERCE Jan. 8 and available in reprint from Commerce field offices or Sales and Distribution Branch, U.S. Department of Commerce, Washington, D.C. 20230).

The exporter or potential exporter thus has at his command an in-depth picture of both the present and possible future markets for his product, based on research that could be prohibitively expensive for him to obtain on his own. Or, as in some cases, it can serve as a further cross check of market research already done by a company.

Export Market Guides, which are listed in the New Books and Reports section of this magazine as they are released, are available for 10 cents each from any Department of Commerce Field Office or from Commerce's Sales and Distribution Branch.

The following analyses are sampled from Export Market Guides published in the past few weeks:

Advanced electronic components are in demand in Japan, where economic growth continues. Japan's expanding electronics industry requires such goods as: automated industrial controls; electronic measuring instruments and testing equipment; and equipment used in navigation, electronic communications, and related fields.

Figures for the first half of 1967 show that Japan spent nearly $462 million on electronic components, $359 million on commercial, industrial and related electronic equipment, and $771 million on consumer electronic products.

Expenditures planned

More private investment for industry modernization is planned in Japan for the next year, as well as government spending for utility, transportation and communication networks, and new research, all considered essential to the long-range development of Japan. Japan's drive to increase its manufactured exports will require greater imports of needed parts and equipment.

The U.S. Commercial Exhibition of Advanced Electronics, planned for Tokyo in September, is designed to help U.S. manufacturers establish, maintain and expand their position in Japan for selected product categories in which U.S. technology excels.

The Japanese market for environmental test equipment is promising, estimated at $18 million annually and expected to reach $25 million by 1970. The Department of Commerce calls businessmen's attention to an Environmental Test Equipment Show to be held at the U.S. Trade

THE EUROPEAN MARKET FOR AIR CONDITIONERS was related to the continent's tourism boom, according to an Export Market Guide for the TOUREX/67 exhibition in Belgrade. Another such guide tells of France's hotel modernization plans, in advance of the October EQUIP'HOTEL show in Paris.

Center, Tokyo, in November, for which another Export Market Guide has been prepared.

U.S. manufacturers in the hotel, restaurant and catering trade may wish to enter the competition for the French market, now that that country is sprucing up its tourist facilities. To assist these manufacturers, the U.S. Department of Commerce will sponsor an exhibition at EQUIP'HOTEL, the annual international show of hotel and catering equipment, to be held in Paris in October.

The survey found that a major reason for the increased tourism in this European country is that rising incomes and increased leisure time have made it possible for Europeans to take vacations and travel, something that was a rarity on most income levels in the past.

France is host to more than eight million foreign visitors a year. The government has taken an interest in improved quality of tourist facilities, believing that many visitors find food and accommodations not to their liking and shorten the time of their planned stay. In addition, the government wants to encourage Frenchmen to take their vacations in their own country.

One program the government has undertaken is raising the minimum standards of the star rating system. Quality standards of hotels are graded on the basis of one to four stars. Many hotels that wish to be favorably listed or to have their ratings increased are beginning major modernization programs.

The government is also assisting hotel up-grading by promoting low interest bank loans and tax advantages. Modernization loans are expected to total $42 million in 1968.

Among the U.S.-made goods for which this expansion will create a demand are: food preparation equipment, including automatic food and beverage dispensers; ovens, freezers, refrigeration equipment and dishwashers; laundry and dry cleaning equipment; and maintenance equipment, such as vacuum cleaners, floor polishers and waxers.

Survey results

Manufacturers are advised in another survey, completed in November 1967, that Brazil has good market potential for packaging and textile machinery, chemical and petrochemical processing equipment and instrumentation, construction and mining equipment, and machine tools. These are among the products for which the United States is planning shows in Sao Paulo in October. The government's sweeping import and foreign exchange liberalizations and a substantially lower

JAPANESE INTEREST IN HAND TOOLS was forecast by market research prior to an exhibition at the Tokyo U.S. Trade Center. This interest was summarized in an Export Market Guide prepared for the U.S. Industrial Hand Tools Show in which L. F. Irwin (abv. l.), president of Marco Products, participated.

tariff initiated in March 1967 have had the cumulative effect of lowering the average level of protection from 60% to 20% in three years.

About one-fifth of the growing Brazilian market for packaging machinery, according to the Export Market Guide on that subject, represented imports during 1966. Although the United States retained its position as leading supplier, its market share declined from 43% to 29.5%. This decline is partly the result of increased manufacture of packaging machinery within Brazil, and of aggressive sales promotion by other countries, especially Germany and Switzerland.

Under a governmental industrialization incentive plan, Brazil will spend $2 billion on chemical and petrochemical projects in the next ten years. Brazilian consumption of process control, registry, quality analysis and testing instruments has been growing at the rate of 50% annually. The United States, Brazil's chief supplier, has a 30-35% share of the market.

Brazil also plans expansion in domestic and industrial water treatment, the pulp and paper industry, and the food processing industry, all of which involve chemical and petrochemical processing.

Another area in which U.S. manufacturers can take interest is construction and mining equipment. The U.S. share of Brazil's 1966 import market for these goods was 87.7%. U.S. suppliers face a price disadvantage, but can overcome it by stressing equipment quality, long service life, availability of dependable after-sale service, and competitive credit terms.

The market for machine tools is increasing in Brazil due to plant expansion and equipment replacement, revamping of the auto industry, new shipyard construction, and the possible installation of a diesel electric locomotive plant.

The growth of the chemical industry in the Netherlands, as well as the petrochemical and pharmaceutical industries, is the subject of another recent survey. Among items with sales potential are process automation equipment; measuring, testing and regulating equipment; industrial process controls; and chemical processing equipment. To encourage U.S. manufacturers to export to this fertile market, the U.S. Department of Commerce is sponsoring an exhibition in MACHEVO '68, a chemical and engineering exhibition in October at Utrecht.

Another survey shows that five Central American Common Market countries—Costa Rica, El Salvador, Guatemala, Hon-

duras and Nicaragua—are expanding their light industry and looking for U.S. machinery, equipment and implements for agriculture, forestry, metalworking and woodworking, packaging and food processing. U.S. manufacturers and distributors will have an opportunity for exposure to this market at the El Salvador International Fair to be held in November in San Salvador. Over half a million people attended the 1966 fair. Although the region is basically agricultural, light industry is growing, through taking advantage of local raw materials.

Recent Export Market Guides

The following Export Market Guides have been issued during the past year. They can be obtained, at 10 cents each, from any Commerce Department Field Office or from Sales and Distribution Branch, Room 2119, Department of Commerce, Washington, D.C. 20230. New Guides are listed, when published, in the New Books and Reports page of *International Commerce*.

Brazil
Chemical & petrochemical processing equipment; Machine tools; Mining & construction machinery; Packaging equipment; Textile machinery.

Central America
Farm, packaging & food processing machinery, metalworking & woodworking equipment, machinery for the forest industry.

France
Chemical processing equipment & services; Food preparation & serving equipment, laundry & dry cleaning equipment, hotel maintenance equipment.

West Germany
Advanced fluid power equipment & fluidic devices; Industrial security equipment; Technical, professional photo products; Transducer instrumentation.

Israel
Metalworking machine tools, packaging & food processing equipment.

Italy
Automotive diagnostic & service equipment; Industrial assembly equipment, fasteners, adhesives; Materials handling equipment; Paper industry equipment & materials; Plastic materials & processing equipment.

Japan
Atomic energy, machinery & equipment; Document processing & reproduction equipment; Electronics (advanced); Environmental test equipment; Institutional hospital equipment & supplies; Laundry & drycleaning equipment & supplies (commercial); Medical equipment (advanced); Paper industries equipment; Plant engineering & maintenance equipment; Shipyard & marine equipment; Valves, filters, pumps & compressors.

Netherlands
Chemical, petrochemical & pharmaceutical industries equipment.

Scandinavia
Industrial process controls; Plastics machinery & equipment; Printing & bookbinding equipment.

Sweden
Analytical research equipment; Chemical processing equipment; Electronic components (advanced); High fidelity equipment; Mining & mineral processing equipment; Office machines & data processing equipment.

Thailand
Cargo & materials handling equipment; Child care, medical equipment & supplies; Mining equipment.

United Kingdom
Electronic components, miniature & microminiature; Industrial gas equipment; Mechanical power transmission equipment; Nuclear instrument systems & components; Oceanographic instruments & products; Physics research instruments.

Investment control program goal said to be in sight now

Retiring OFDI head optimistic, issues clarifying regulations

The goal of a $1 billion balance-of-payments saving through controls on foreign direct investments of U.S. companies is likely to be met, according to the retiring director of the Commerce Department office that administers the program.

Joseph W. Bartlett, who was acting director of the Office of Foreign Direct Investments during its first four months, said there may be some shortfall because Canadian investments were exempted from controls after the program began. But he said this will be made up in other ways.

Bartlett announced changes and clarifications in OFDI regulations, reflecting the practical experience acquired in the program's first months, and the initiation of a quarterly report form.

New amendments

Amendments to the regulations were published in the *Federal Register* for April 30 in proposed form for public comment. Two principal changes were made:

Investors may now carry forward into subsequent years investment quotas not used in 1968, so that those not using full allowable totals in this year will not be prejudiced if the program continues into 1969.

Secondly, investors who do not elect to carry unused quotas forward may shift them from Schedule C countries to Schedule B and A, and from Schedule B to Schedule A. This is consistent with the Administration's policy of moderating the effects of the program on the Schedule A (lesser developed countries) without sacrificing the program's objectives.

The Department of Commerce is asking companies to fill out the forms, which cover the first quarter of the year, and return them by June 10. Forms have been mailed to the 2,800 companies and investors who filed the base period report, and they are also available at Commerce Department Field Offices and Federal Reserve Banks and branches.

Bartlett also made these points:

The volume of applications for specific authorization to proceed with pre-Jan. 1 commitments has been subsiding. Appli-

cations for occasional prior commitments and new projects continue to be received; but, unless there are exceptional circumstances, favorable action is tied to a mandatory requirement that any spending above investment quotas be financed from foreign sources in 1968.

In addition, Commerce Department will be checking the performance of companies by quarters as soon as the quarterly reporting system is functioning.

The tremendous increase in foreign borrowings by U.S. firms is a reliable indication of the effectiveness of the program. Public bond issues by U.S. companies in Europe in the first four months of this year are estimated to be at least $700 million and that does not include reports for all of April. This compares with less than $500 million in total public issues for all of 1967. The number of individual certificates, which are required for all borrowing guaranteed by the parent company, now totals 1,345.

Bartlett, the Commerce Department's General Counsel, was succeeded as OFDI head on May 1 by Charles E. Fiero, formerly of the Chase Manhattan Bank.

KOMERCIJALNE VESTI, NEW U.S. COMMERCIAL NEWSLETTER IN YUGOSLAVIA, made its bow with the introductory message signed here by Ambassador C. Burke Elbrick. It is the 10th such newsletter published in Europe by U.S. Embassies, and the 52nd worldwide, now reaching 75,000 foreign businessmen with details on U.S. products, U.S. trade and technical literature, exhibitions at trade fairs and U.S. Trade Centers, and summaries of the U.S. economy. Material is gathered by Commerce Department Field Offices and sent to U.S. Foreign Service posts by the Department's Office of Publications and Information for Domestic and International Business. Photo also shows (from left) Commercial Attache Russell O. Prickett, Commercial Assistant Minomir Jurjevic and Economic Counselor Louis C. Boochever.

AMA schedules briefings on Thailand and Japan

The American Management Association plans two international briefings on the Far East this month.

"Thailand-Bangkok, the Key to Business in South Asia," will be held May 6-8 at AMA Headquarters, New York City. Mark Feer, Deputy Assistant Secretary of Commerce for Financial Policy, will be among the speakers. Subjects to be discussed include: economic role of public and private sectors, government policies, trade pattern, banking, joint ventures and licensing, and tax considerations.

The other briefing, "Doing Business In and With Japan," is scheduled for May 22-24 at AMA Headquarters. Guest speakers include Stephen A. Schoff, PepsiCo International; Jiro Tokuyama, Nomura Research Institute of Technology & Economics, Tokyo; Akio Morita, Sony Corp. of America; and E. J. Parks, Jr., Quaker Chemical Corp.

LAFTA complementation pact in chemicals clears hurdle

The complementation agreement signed late last year by chemical industry representatives of eight Latin American Free Trade Association countries has now been approved by the group's Permanent Executive Committee.

This action clears the way for implementation of what will become the fifth LAFTA complementation agreement, and the first to include all member countries. The three group members who did not sign—Ecuador, Paraguay and Bolivia—will benefit by virtue of their status as less-developed countries within LAFTA.

The agreement, having now been declared compatible with the Treaty of Montevideo, will become effective for each member upon formulation and approval of individual national implementing decrees.

Ceylon drops import duties on some hotel equipment, reduces rates on others

The Government of Ceylon has announced reductions in customs duties on numerous items imported for the construction of and use in hotels and rest houses approved by the Ceylon Tourist Board.

Duty-free entry will be accorded to: self-contained air conditioners above three tons (and parts); ducted air delivery systems and parts; chilled water delivery systems and parts; various types of construction equipment; electric generators, transformers, motors, and switchboards (and parts); certain essential kitchen equipment, laundry equipment, and hotel bar equipment; elevators and parts; stainless steel dishwashers, draining boards, and burnishing machines; water purifying plants, pumps, and filtering plants for swimming pools; intercommunications and closed-circuit television systems; water pumps and parts; and water and steam supply equipment and parts.

A second group of items, on which the duty is reduced to 15% ad valorem, includes sanitary fittings, cement, refrigeration machinery, electrical appliances, plate glass and mirrors, lawn mowers and parts, electric wires and cables, mild steel bars, machines for making and assembling reinforcement steel wire coil, PVC and vinyl asbestos floor coverings, telex machines, pianos and public address systems, bedding, and certain items of builders hardware.

Another group of items, dutiable at 35% ad valorem, includes cutlery, crockery, coffee and tea making machines, electric clocks, furnishings, ice cream and ice-making machines, formica, glass bricks, glassware, toilet tissue and paper serviettes, blankets, door and window frames and fittings, and mineral fiber and acoustic tiles.

Dominicans raise tax

The Dominican Republic consumption tax of 15% has been increased to 20% of the f.o.b. value on most imports and extended through 1968.

United States overseas

The export promotion dates on these six pages offer important information for the U.S. exporter by telling what to sell, and where and when. The opportunities lie in commercial trade fairs, U.S. Trade Center shows, trade missions, America Weeks, the Sample Display Service and Mobile Trade Fairs. The last three are described elsewhere in this schedule.

Aggressive promotion is necessary to clinch the sale, but the task is made easier by exposing your products in the ways listed here.

► Exhibits in commercial fairs by the United States are selected after a research study shows a market for the product.

► Trade Center shows held in London, Bangkok, Frankfurt, Tokyo, Milan and Stockholm, are limited to specific product lines.

Write: Bureau of International Commerce, Code 932, Department of Commerce, Washington, D.C. 20230.

► Trade missions composed of U.S. businessmen are organized to promote the export of U.S. goods and services. Some are organized and financed by the U.S. Government. Others are industry-financed and industry-organized and programmed with Government help.

American firms interested in selling their products abroad are invited to submit their business proposals to: Bureau of International Commerce, Code 926, Department of Commerce, Washington, D.C. 20230.

This calendar of exhibitions will appear in the first issue of INTERNATIONAL COMMERCE each month.

Food processing and packaging machinery, general industrial equipment, automotive parts and accessories, chemical and petrochemical parts and processes, and international trade, finance, and investment. PARAGUAY, CHILE. U.S. Trade Mission. Mission is in South America from **Apr. 20-May 18.**

Mechanical power transmission equipment. UNITED KINGDOM. American industry will bid for a larger share of Britain's $450 million market for mechanical power transmission equipment at a special exhibition in London in June. This sales promotion event will underscore the wide range of automatic equipment now available in the United States—equipment capable of moving anything from lightweight passenger vehicles to heavy duty locomotives. The adoption of hydromatic and hydrostatic drives for earthmoving and other heavy equipment in Britain has lagged. A dramatic increase, however, in "over the road" transport facilities and roadway construction, provides U.S. exhibitors in the London show with an unparalleled opportunity to boost their sales level in this type of equipment. **London Trade Center, June 12-20.**

Document processing and reproduction equipment. JAPAN. Like the U.S. Japan faces the problems of an ever increasing volume of paperwork, document reproduction, information storage and retrieval in corporations, universities, government agencies, financial institutions, research laboratories, information centers, libraries, manufacturing and engineering concerns, commercial organizations and agencies of all types. Many areas of this market are just beginning to institute advanced document processing procedures. Modernizing activities in the following areas are now taking place or are planned: Reprography and microfilming, document and record storage and retrieval, copy and graphic arts preparation, photocopying, duplicating and reproduction. According to recent reports, there is a significant market potential and a definite demand for U.S. made equipment for reproduction, microfilming and retrieval systems. Through this exhibition, U.S. manufacturers have a prime opportunity to introduce the most modern information handling systems to a $30-$40 million market which is increasing annually. **Tokyo Trade Center. July 22-27.**

Electronics characteristics measuring equipment. ITALY. Demand in Italy for electronic and electrical characteristics measuring equipment has increased steadily in the past few years as Italy's electronics industry achieved outstanding growth. Italian production of advanced measuring instruments is generally considered inadequate to meet the steadily expanding domestic demand. Trade and industry sources estimate that purchases in 1966 of electrical and electronic measuring instruments by Italian industry amounted to some $49 million. Prospects for sales of U.S. equipment are especially bright in the fields of electronic measuring instruments used in the production of professional electronic products, and all types of "fourth generation" electronic instruments used by the manufacturers and users of integrated circuits and microcircuits and other electronic devices. **Milan Trade Center. Sept. 1-8.**

Advanced fluid power equipment and fluidic devices. GERMANY. The fluid power equipment market in Germany has been growing at a rate of approximately 12% annually for the past five years. The same growth rate is predicted for the next five year period. American products have already been widely accepted and dominate in the fields of airborne hydraulics systems and pneumatic tools. This planned Trade Center event will feature advanced fluid power components and fluidic devices. For additional information on how your firm can promote its products in one of the fast growing fields in Germany, call Area Code 202, 967-3966. **Frankfurt Trade Center. Sept. 16-20.**

Advanced electronic components, instruments and equipment. JAPAN. America's principal overseas customer represents the world's third largest industrial economy. The nation's accelerating $3 billion electronic industry imports more parts and equipment from the U.S. than any other nation. This dynamic demand has been carefully researched and over 70 selected U.S. product lines are known to be saleable to industry, government and laboratories. "Made in U. S. A." connotes technological and quality advantages to Japanese users. This joint U.S. industry/government exhibition, the largest presentation of its kind ever held in Japan, offers American manufacturers an unparalleled opportunity to do business with the largest

promotions

gathering of Japanese buyers and specifiers of electronics. **U.S. Commercial Exhibition. Japan Electronics Show, Tokyo. Sept. 17-23.**

Printing and bookbinding equipment. SCANDINAVIA. This mid-September show will provide an opportunity for U.S. graphic arts equipment manufacturers to reach sales prospects in Denmark, Finland and Norway, as well as Sweden. Market promotion will include invitations to the major printing houses using the letterpress, lithographic, gravure, screen and flexographic printing processes, photoengravers, bookbinders, newspaper and periodical publishers and suppliers to the graphic arts industries of these countries. A survey conducted for the Bureau of International Commerce indicates that the Nordic area needs the latest auxiliary equipment and supplies, new photosetting and composition machines, scanners, electronic control equipment, plate conversion processes, photopolymer plates, cold type (impact), flexographic, letterpress and web offset printing equipment, automatic film processing, special inks and papers, and automated binding equipment. Market prospects are exceptional for advanced machines, processes and materials. The four Scandinavian countries constitute a combined import market for related products exceeding $39 million. In 1966, American producers supplied 55% of all typesetting machines sold to Sweden; 89% of all parts for rotary presses sold to Finland; and 87% of all typesetting machines sold to Norway. **Stockholm Trade Center. Sept. 18-24.**

Nuclear instrument systems and components. UNITED KINGDOM. Next to the United States, Great Britain offers the most attractive possibilities in the sale and distribution of nuclear instrument systems and components. In the nuclear power station program (utilities) the U.K. currently has the largest single operation in the world. Attractive market opportunities for U.S. producers are indicated because of the emphasis in Britain on research. This has resulted in a slowdown in the production of the more sophisticated and advanced components. The total market in the U.K., including industrial, medical, and research is estimated at $15 million, of which the replacement figure, excluding new users is about $2½ million. Through this exhibition, U.S. producers have an opportunity to introduce the latest developments in the nuclear systems and components field. **London Trade Center. Sept. 18-25.**

Materials and cargo handling equipment. THAILAND. The Thai market for materials and cargo handling equipment is growing and becoming more diversified as the nation's economy expands at a rapid rate. The use of mechanized cargo and materials handling equipment has increased steadily over the last decade. Significant increases in the volume of overseas trade, building construction, mining and manufacturing activity have played a major part in encouraging more widespread use of modern handling techniques. This trend is expected to continue and strengthen. The local business climate is currently conducive to increased marketing efforts by a broader segment of the U.S. materials handling industry. To take advantage of these growing sales opportunities, a showing of U.S. materials handling and cargo handling equipment is scheduled to be held in Thailand. **Bangkok Trade Center. Oct. 1-8.**

Plastics production and control equipment. ITALY. Italy is a leading producer of plastics. In the last 10 years, Italian production of plastic materials rose from 116,000 metric tons to more than a million tons, covering almost the full range of condensation and polymerization products, both thermoplastic and thermosetting. Despite their already advanced technological position, Italian manufacturers are actively seeking improved processing techniques and advanced equipment to increase productivity and cut production costs. To help U.S. industry take advantage of the sales possibilities offered by the Italian market, the U.S. Department of Commerce has scheduled a special exhibition of U.S. machinery and controls for use by plastics manufacturers. The U.S. exhibition will coincide with PLAST-68, the International Plastics and Rubber Exhibition to be held at the Milan Fair grounds where the U.S. Trade Center is located. **Milan Trade Center. Oct. 5-13.**

Machine tools, industrial controls, engineering and maintenance, welding and cutting, and materials handling equipment. JAPAN. The Japanese market offers excellent prospects for U.S. suppliers of capital goods and technical services. U.S. exports to Japan during 1967, estimated at $2.7 billion, set a new record. Our exports to Japan, the world's third largest industrial producer, should reach the $3 billion mark this year. Active and carefully planned programs for industrial modernization are taking place throughout Japanese industry. Fully supported and encouraged by the Japanese Government, a high level of private investment to modernize Japanese industry to keep its products competitive in world markets is expected to continue strong. Although definition of plant engineering and maintenance equipment is necessarily extremely broad, 1967 U.S. exports to Japan in this area probably amounted to several hundred million dollars. A number of U.S. exhibitions featuring narrowly defined product categories have met with continued success in the U.S. Trade Center in Tokyo. However, space limitations in the Trade Center have precluded the possibility of presenting a broadly based U.S. exhibition, including many large pieces of equipment, which would be representative of U.S. capabilities in the area of industrial modernization. Sponsored by the Japan Management Association, this fair was first held in 1960 and has shown steady growth in size and importance to the Japanese industrial community, **U.S. Commercial Exhibition, Japan National Plant Engineering and Maintenance Show, Tokyo. Oct. 7-12.**

Catering equipment, laundry equipment and hotel maintenance equipment. FRANCE. Increasing competition for the tourist trade is forcing France to undertake a program for the modernization of tourist facilities. The French Government is providing incentives in the form of low cost loans, tax advantages, and revised hotel standards to encourage improvements. At the same time, changing social and working conditions in France are creating a growing need for large volume, quick service feeding facilities. These conditions are causing a substantial expansion of the French market for equipment and supplies for hotels, restaurants and institutions. This expansion presents an excellent sales opportunity for U.S. manufacturers of equipment used by restaurants and hotels. The market is particularly good for food preparation and serving equipment, laundry equipment, and hotel maintenance equip-

ment. U.S. firms can gain exposure and take advantage of the sales prospects offered by this growing market by participating in the U.S.-sponsored exhibition at the EQUIP'-HOTEL fair. EQUIP'HOTEL is the largest, most important show in France for the hotel, restaurant and catering industries. It attracts a large audience of hotel, restaurant, snack-bar and cafe owners and operators; contractors, architects, designers and decorators; managers and operators of institutional establishments. **U.S. Commercial Exhibition, EQUIP',-HOTEL, Paris. Oct. 10-21.**

Non-traditional metalworking equipment, precision gauges and workpiece/positioning equipment. GERMANY. The economic recovery presently underway in Germany is supporting a renewed demand for machinery for modernization and expansion of German industry. A recent survey shows Germany is on the threshold of applying nontraditional machining processes in the aerospace, nuclear and automotive industries. The increasing use of intractable materials and the need to work intricate shapes to more precise tolerances offers sales and licensing opportunities to U.S. manufacturers of advanced metalworking equipment and gauges. Call Area Code 202, 967-4162 for additional information. **Frankfurt Trade Center. Oct. 14-18.**

Chemical and petrochemical processing equipment and instrumentation, packaging machinery, textile machinery, machine tools and construction and mining equipment. BRAZIL. Brazil, which is larger than the United States and contains half the population of South America, is at the take-off stage of a Government incentive program to induce industrialization and modernization through private investment. As a result of greater economic and political stability, coupled with Government encouragement of private investment, increased demand prevails, for chemical and petrochemical processing equipment and instrumentation, packaging machinery, textile machinery, machine tools, and construction and mining equipment. Requirements for this type of capital goods should increase 20% to 50% annually during the next five years. U.S. exhibitors will find prime sales opportunities during Commerce's first major effort in Brazil. **U.S. Solo Exhibition, Sao Paulo. Oct. 15-25.**

Equipment for the processing of chemicals, petrochemicals and pharmaceuticals. THE NETHERLANDS. The most dynamic sector of the highly industrialized Dutch economy is the chemical industry. It is the most important industry after the food and metalworking industries and has become the second most important export industry. The growth rate of the chemical industry far outpaces all other major Dutch industries in output and investment. Investment in the chemical industry was $359 million in 1966 or 20% of total industrial investment in The Netherlands. Expansion of the industry is expected to continue at a high level for the next several years. The elimination of internal tariff barriers within the Common Market on July 1, 1968, will further expand the market for Dutch chemical producers. The growth of the chemical industry is generating an increasing need for equipment. Dutch producers are eager to utilize the latest technological developments to keep their production facilities modern. This opens up good prospects for the sale of U.S. products. The MACHEVO fair, the most important industrial exhibition in The Netherlands, will provide U.S. manufacturers of equipment, apparatus and instruments for the chemical industry, with an exceptional opportunity to sell to the rapidly expanding Dutch market. **U.S. Commercial Exhibition, MACHEVO, Utrecht. Oct. 16-23.**

Automotive diagnostic/service and accessories show. UNITED KINGDOM. The U.K. market for automotive diagnostic/service equipment and supplies is growing briskly, at an annual rate of 12% with current sales in excess of $28 million. Of this total about 20% is controlled by U.S. manufacturers via either direct export, licensing agreement, or subsidiary companies. Moreover, during the same period, sales of automotive accessories mushroomed to approximately $40 million with continued growth expected. As a result of Britain's rapidly changing attitude toward modern equipment the atmosphere is ripe for U.S. manufacturers of sophisticated automotive maintenance equipment and accessories to capture a greater proportion of this growing market. To ensure your share write immediately to obtain full details on how you may participate in this important exhibition. **London Trade Center. Oct. 16-24.**

Consumer products. SPAIN. Galerias Preciados, Spain's leading department store group, has scheduled an America Weeks promotion which will feature the sale of U.S. consumer products. Promotional attractions will include a Gemini spacecraft, an Indian folk dancing group, and a Hawaiian performing group. Featured product categories will include leisure and sportswear for youths, lingerie, infants' wear, housewares, bathroom accessories, Christmas gift items, outdoor and sports equipment, hobby equipment, canned foods, certain miscellaneous items, and possibly cosmetics. Store buyers will visit the United States beginning in early May of this year. Telephone Area Code 202, 967-2051 for more details. Promotion scheduled for **Nov. 2-30.**

Climate control equipment. GERMANY. The air conditioning equipment market in West Germany chalked up new gains in 1967 despite a general business slowdown. Another 10% increase in 1968 is forecast, with total sales expected to reach $70 million. The U.S. share of imports in this field is 20%, approximately $5 million dollars. This expanding market offers additional sales and licensing opportunities to U.S. manufacturers of air conditioning and climatization equipment components and controls. For additional details on this exhibit call Area Code 202, 967-4162. **Frankfurt Trade Center. Nov. 4-8.**

Production equipment for the electronics industries. GERMANY. West Germany's electronics industry, the largest in Europe, is tooling-up for a major expansion of production capacity in 1968. With all signs pointing toward a German economic resurgence, a substantial rise of more than 5% to a record level of $2.4 billion for electronics consumption is being forecast. To assist U.S. industry, the Department of Commerce is sponsoring its first showing of electronics production equipment at a major international trade fair. The ELECTRONICA Exhibition, held every other year, is a leading event on the European electronics calendar. A hard hitting market promotion campaign, tailor-made to each individual participant's desires, is already in motion. Book your space now, before the limited space is filled. **U.S. Commercial Exhibition. ELECTRONICA 68—International Trade Exhibition of Electronic Components, Measuring and Production Equipment, Munich. Nov 7-13.**

Agricultural and forestry equipment and implements, packag-

SPECIAL DISPLAY AND DEMONSTRATION at the Beirut Sample Display Center was used by Ridge Tool Co. to boost sales of its pipe-threading machinery and drain pipe cleaning equipment in the Middle East. Over 100 buyers attended, and company officials called the promotion successful.

ing, food processing equipment, metalworking and woodworking tools. EL SALVADOR. The Central American Common Market is exceeded only by Mexico, Brazil and Venezuela as a Latin American market for U.S. products, having imported $385 million in 1966, an increase of 54% over 1960. Duties on industrial and agricultural machinery are moderate and there are few import restrictions. Inter-Central American Trade has risen from $33 million in 1960 to $173 in 1966, with manufactured articles now comprising one-third of the trade. U.S. manufacturers can utilize this Fair, the only important one in the area, to effectively demonstrate and sell their products. **U.S. Commercial Exhibition, El Salvador International Fair. SAN SALVADOR. Nov. 9-30.**

Environmental test equipment. JAPAN. Japan—that dynamic newcomer to the front rank of industrial nations—is attracting worldwide attention to its amazing economic growth. The industrial advances being made by Japan have created a definite need for environmental test equipment. This market is estimated at $18 million now and should reach $25 million by 1970. Many segments of Japanese industry are just beginning to find a definite need for environmental test equipment. With a phenomenal growth of the Japanese aerospace industry, both in the production of foreign and its own design, together with the entrance into missile and space fields, Japan's aviation industry is encountering test requirements that it has not had to meet heretofore. This growth as well as the growth in such areas as shipbuilding (world's largest), automotive production (second to the U.S.) and consumer products, dictates the need for still additional environmental test equipment. Call Area Code 202, 967-4511 for additional information. **Tokyo Trade Center. Nov. 11-16.**

Industrial Process Controls and Computers. ITALY. Italy has one of the fastest growing economies in all of Europe, and industrial expansion and modernization is setting the pace. Italian demand for process control equipment was estimated at $63 million for 1967, and experts in the field feel that the market will double by 1970. The trend towards automation, the expansion of Italy's power, chemical, petro-chemical, and metal processing industries, and sharp international competition have combined to create a very strong demand for industrial process control systems. American products in this field are finding a high degree of acceptance among Italian businessmen and industrialists. This exhibition will be held in conjunction with the Italian biannual exhibition of automation and instrumentation equipment at the Milan Fair Grounds, adjacent to the U.S. Trade Center. For additional information, call Area Code 202, 967-4508. **Milan Trade Center. Nov. 20-26.**

Laser equipment. GERMANY. Germany's $2 million laser market is expected to double by 1970. Until recently, German market sales have been primarily to scientific and industrial research facilities. However, the market for industrial applications is expected to expand rapidly as new equipment is offered. The dominant position of U.S. equipment in an expanding market and the fine reputation it already enjoys in German scientific and technical circles, provides a unique sales opportunity for U.S. firms. **Frankfurt Trade Center. Dec. 2-6.**

Advanced medical equipment. JAPAN. Seven thousand Japanese hospitals offer an excellent market for U.S. medical equipment. Categories showing particularly high sales potential are electrocardiographs, biological electronic measuring instruments, monitors and telemeters, medical research and test equipment, medical radioactive measuring instruments, medical television and applications, data processing systems, bioelectro stimulators, and environmental hygienic devices. For additional information on how your firm can promote its products in this fertile market, call Area Code 202, 967-5622. **Tokyo Trade Center. Dec. 9-14.**

Packaging machinery and equipment. JAPAN. Japan's growing economy now offers advanced and high speed packaging machinery manufacturers high sales potential in 1969. U.S. products are rated very high and import demands at this point are favorable. Total world exports to Japan in 1968 are forecast at $3 billion. The packaging machinery market in Japan stood at $60 million in 1967. Product potential for U.S. equipment calls for advanced shrink packaging machinery, blister packaging machines, vacuum packaging machines, liquid product filling machines, cartoning machinery, labeling machines, dry packaging machines, viscose product filling machines, capping machines, pouch packaging machinery, fabricating package equipment and special application machinery for milk, cheese, butter and dry powder products. Call Area Code 202, 967-3973 and reserve your space. **Tokyo Trade Center. Jan. 27-Feb. 1, 1969.**

Water purification and desalination equipment. ITALY. There is a growing need for water desalination, purification, supply and pollution control equipment in Europe, the Mediterranean area and the Middle East as existing water resources, which are often very limited, are being used up or polluted. To ensure that American industry has the opportunity to avail itself of the sales possibilities, arising in these areas for water desalination utilization equipment, PURAQUA, a U.S. Exhibition and Congress relating to water purification and desalination will be held in centrally located Rome. Presented under the Government's Export Expansion program, this major exhibition will be managed by the Department of Commerce and co-sponsored by the Department of Interior, Atomic Energy Commission, Department of State, and the Export-Import Bank. Although this exhibition and congress will be highly promoted throughout the European, Mediterranean, and Middle East areas, the Italian market itself would warrant an event of this scope. The increasing requirement for water in the South-

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ern part of the country and on a number of islands can only be met by desalination. The growing industry in the North is stimulating the demand for water re-use systems, purification and pollution control installations. For additional information, call Area Code 202, 967-3944. **U.S. Commercial Exhibition, PURAQUA, Rome. Feb. 17-22, 1969.**

The following shows, in which all available display space has been booked, are still open for visits by interested representatives of the industries involved

Space fully booked **Analytical instrumentation for the life sciences. SWEDEN.** Currently importing about 30% of its analytical instruments from U.S. suppliers, Sweden will continue to be a promising market for American instrumentation. Budgets for research equipment for universities and colleges, which conduct research for Swedish industry, have grown from $6.6 million in 1964-65 to $8.1 million in 1966-67. A symposium and workshop series, to be held concurrently, will provide opportunity for an interchange of information of recent technological developments and research techniques between U.S. exhibitors and Scandinavian buyers and users of research instrumentation. **Stockholm Trade Center. May 6-10.**

Space fully booked **Advanced industrial valves, filters, pumps and compressors. JAPAN.** Japan's economy continues to surge forward on all fronts, and achievements in 1966 exceeded all forecasts. As one of the world's leading industrial nations, surpassing most European countries, Japan is looking for the newest and the best technology. Its industrial modernization and increased sophistication have paved the way for a clearly marked trend toward the increased use of advanced fluid, gas, and solids handling equipment throughout Japanese industry. Although the United States has a major portion of this important and lucrative market, American businessmen must continue to promote their products actively to meet increasing European competition. **Tokyo Trade Center. May 13-18.**

Space fully booked **Electronic production equipment, computers, instrumentation. UNITED KINGDOM.** Next to the United States, Britain is the free world's largest producer and user of instruments and electronic production equipment. With a rapidly growing European electronics market, presently estimated at over $9 billion, of which the U.K. market makes up $2 billion, and London the center of European Trade, especially electronics, the setting of the most successful Instruments, Electronics and Automation Exhibition is assured. The IEA Exhibition, held every other year, is the leading electronic design engineering event in Europe. **U.S. Commercial Exhibition. Instruments, Electronics, Automation Show, Olympia, London. May 13-18.**

Space fully booked **Papermaking equipment. ITALY.** The Italian market demand for papermaking machinery and equipment tops $30 million annually, and imports satisfy about 60 percent of this demand. The expanding production of paper and paperboard, which industry sources have conservatively estimated

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas offices or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Weeks promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. In addition, Commerce's Business and Defense Services Administration is developing mailing lists by commodity categories of manufacturers and distributors interested in selling to overseas retailers.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Weeks, BIC-926, Department of Commerce, Washington, D.C. 20230.

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, Manila, and Nairobi, **write:** Sample Displays, BIC-918, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa, Melbourne and Hong Kong, **write** to the Commercial Attache at the American Embassy in Addis Ababa and the Consulate Generals in Melbourne and Hong Kong.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

The Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, BIC-926, Department of Commerce, Washington, D.C. 20230.

at 5% yearly during 1966-1969, and the necessity for continuous modernization to keep abreast of technological progress, make the Italian market a promising one to U.S. manufacturers in this field. Reports from Italy indicate that domestic demand has increasingly favored advanced and specialized American automatic, precision, and labor-saving papermaking equipment since there is some concern that rising labor costs and lagging technical development might lead to greater competition from imported paper products. **Milan Trade Center. May 15-21.**

Space fully booked

Physics research equipment. UNITED KINGDOM. Recent trends in research and development in the United Kingdom indicate strongly that the demand for scientific and technical instruments will continue to increase. In 1964-65, total expenditures in R and D amounted to over $2.1 billion of which 61% was for development, 26% for applied research and the remainder for basic research. Most of these expenditures were made by private industry with the government second and educational institutions third. **London Trade Center. May 15-23.**

Space fully booked

Instrumentation and chemical processing equipment. FRANCE. The chemical industry is the strongest sector in the French industrial complex currently growing at the rate of 8.4% per year. By July, 1968, there will be no protective internal tariffs within the Common Market, so France urgently needs to modernize its chemical industry to get on a competitive footing with its European member partners. This year $408 million will be spent on new plant facilities, including the latest in automation and processing equipment available. By 1970 these investments are slated to reach $612 million. The CHIMIE trade fair in Paris is the biggest chemical show in Europe in 1968 and is an ideal medium to reach this dynamic market. Attendance tops 350,000 business visitors and almost 1,400 manufacturers exhibit. **U.S. Commercial Exhibition, Salon International de la Chimie, Paris. May 24-June 1.**

Space fully booked

Automotive maintenance and service equipment, and accessories. GERMANY. There is a continuing and growing demand in Germany for American automotive maintenance and service equipment. Increasing vehicle registration and stringent periodic inspections are taxing repair shops to capacity. In addition, a shortage of skilled labor is putting a premium on labor saving equipment and improved testing devices. Representatives of American firms who are now selling in Germany and Western Europe believe this is a good time to boost sales and requested this exhibition at the U.S. Trade Center. **Frankfurt Trade Center. May 27-31.**

Space fully booked

Metalworking machine tools, packaging, food processing equipment. ISRAEL. Israel offers outstanding opportunities for sales of U.S. metalworking machine tools, and packaging and food processing equipment. Such industries as aircraft, automobiles, citrus fruit, cosmetics and others that contribute heavily to Israel's export sales are being expanded and modernized. As a result, demand for capital equipment generally, and the products listed above specifically, should be exceptional. It is reported that metalworking equipment purchases alone over the next 18 months are expected to reach $150 million. **U.S. Commercial Exhibition, Tel Aviv International Trade Fair. June 4-22, 1968.**

CHEMICAL PROCESSING EQUIPMENT will be featured in upcoming shows this October in Brazil and the Netherlands. The display above was part of the U.S. exhibition at ACHEMA in Frankfurt, Germany during June 1967.

Space fully booked

Industrial assembly equipment, fasteners, adhesives. ITALY. Because of the fast pace of industrial growth in Italy, prospects appear excellent for sales of assembly equipment, fasteners and adhesives. Italy's leading industries, including home appliances, automobiles, electronics and office machines, are all important users of assembly equipment. Many of Italy's largest corporations use American equipment and U.S. manufacturers should find expanding export opportunities as Italian industrial production continues to grow. **Milan Trade Center. June 12-18.**

Space fully booked

Shipyard production and marine equipment. JAPAN. Unprecedented growth, dynamic annual increases, incredible success are among the descriptions applied to the Japanese shipbuilding industry. The nation, the world's largest producers of vessels, from small hydrofoils to the world's largest ocean-going tanker, offers a prime market for all types of equipment. **Tokyo Trade Center. June 17-22.**

Space fully booked

Transducer instrumentation systems. GERMANY. Precision transducers and data acquisition systems from leading American firms enjoy a well established market with German R & D firms. Future market expectations are favorable with increases planned in both public and private expenditures for research. American firms with the latest and most advanced equipment will find prime sales opportunities at this show. **Frankfurt Trade Center. June 18-22.**

AGRICULTURE SECRETARY Orville L. Freeman samples U.S.-grown turkey (above left) at poultry promotion booth at American Food Festival in Tokyo.

Kinokuniya department store (above right) was one of eight large Japanese stores participating in the sale of U.S. food and agricultural products.

Sales grow in Japan at agricultural show

An intensive 17-day U.S. agricultural export promotion in Japan last month produced more than $2 million in immediate cash business and launched negotiations that are expected to lead to substantial additional sales, the U.S. Department of Agriculture reports.

The promotion consisted of a major exhibition of U.S. food and agricultural products in Tokyo, supported by in-store promotions in eight major Japanese retail stores in Tokyo, Kyoto, Osaka, and Kobe. Combined attendance at the complex of events totaled nearly 2 million.

The Department of Agriculture uses the U.S. Trade Center in Tokyo twice each year for promotions of American food products, and also holds regular showings at the London Trade Center, with occasional shows at other Centers.

Several representatives of State governments participating report excellent sales prospects. These include prospects for the sale of Colorado beef within the existing Japanese quota, large popcorn sales for Iowa firms, a half-million-dollar sale of food-type soybeans developed for North Carolina, and promising interest in corn meal products reported by Maryland. The Minnesota State exhibit received more than 200 trade inquiries for referral to Minnesota firms.

In addition to the specific sales results, Department officials in Japan report that the event has led to a general intensification of interest in American-style foods.

POULTRY PRODUCERS provide free baby chicks to the thousands of visitors (above). Orange juice proved popular with Japanese as free samples were distributed at the Sunkist booth (below).

All-purpose vehicle introduced to Asians

Shipments of 8,000 a year expected after successful demonstrations

"It will change the face of Southeast Asia," said U Nyun, executive secretary of the United Nations Economic Commission for Asia and the Far East (ECAFE), when he saw the new mobile all-purpose cargo vehicle introduced to the Asian market for the first time at the U.S. Trade Center in Bangkok.

Dubbed the "Kid," the vehicle will be produced by Ling-Temco-Vought's Aerospace Division. It was designed as the result of a proposal made three years ago to ECAFE officials.

Completely amphibious, the half-ton capacity all-purpose vehicle is the first step toward eventual replacement of the water buffalo in agriculture and transportation in the Far East.

In the on-the-job demonstration which convinced Thai agricultural officials of the machine's great potential, the "Kid" moved steadily through a flooded rice paddy, but a water buffalo bogged down.

With attachments, the vehicle can be used as a plow, irrigation pump, generator, sprayer, and for other purposes. Tank tracks can be fitted in much the same way as automobile snow chains are applied, giving the vehicle greater mobility.

Speeds of up to 20 miles per hour can be made on land, and a steady two m.p.h. is maintained in water.

Cost was a critical factor in developing a vehicle which would be reasonable enough in price to be within the reach of Asian governments and individuals, and the price of the "Kid" delivered in Southeast Asia is expected to run about $1500.

On the basis of the Trade Center introduction in Bangkok and subsequent showings in Pakkred, Bang Kaen, Khorat, Khon Kaen, Udorn, and Nong Kai, Thailand, and Vientiane, Laos, Ling-Temco-Vought expects to sell 8,000 of the mobile vehicles in Southeast Asia during its first year of production.

Following final changes in design, the first production "Kids" are expected to be ready for shipment to Asia by next spring, and continuing multimillion-dollar sales have been predicted by the company.

The manufacturer has made tentative plans to return to Thailand later this year for further regional promotion and to continue discussions toward forming a joint venture with local business interests.

TANK TRACKS emphasized the "Kid's" mobility during March demonstration (above) held by Ling-Temco-Vought for Thai officials, U.S. Embassy staff, and United Nations ECAFE representatives.

RIDING THE TEST VEHICLE at the Bangkok Trade Center showing (above) are U.S. Ambassador Leonard Unger and an LTV engineer. In demonstration to Thai officials (below) "Kid" beat water buffalo.

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CURRENT BUSINESS DEVELOPMENTS IN BRIEF: **French** imports from the U.S. in Jan.-Feb. were $220.7 million, up 7.6% above Jan.-Feb. 1967. Total French imports rose to $2,193.8 million, up 4.1%. The U.S. share of total French imports increased slightly from 9.7% in 1967 to 10% in 1968. . . . Steel production in **South Africa** increased by 13% in 1967 over the preceding year to a total of 3.92 million tons. Other metal industries also turned in good years. Pig iron production in 1967 reached 3.78 million tons, up 1.9%, and 395,100 tons of ferroalloys were produced, an 8.1% increase over 1966. . . . Constructiones Aeronauticas (CASA), a leading **Spanish** aircraft manufacturer, recently started producing the 1000-mile-an-hour F-5 fighterbomber under license from Northrop Corporation. Spain is the first European country to do so. . . . **Swaziland's** minerals industry turned in a record production in 1967, with the value of minerals produced totaling $24.5 million for a 7.8% increase over the 1966 level of $21.7 million. Major minerals produced in 1967 included iron ore ($15.8 million) and asbestos ($8.2 million), plus some coal, kaolin, barytes, and pyrophyllite. Swaziland exported her minerals to some 14 countries, including Japan, Britain, South Africa, Ireland, Belgium, and Nigeria.

U.K. instrument imports to stay high despite economic letdown

Devaluation-caused higher prices not expected to affect purchases abroad; U.S. has strong position in many areas

By J. H. MOORE
Asst. Commercial Attache, U.S. Embassy, London

The British instrument industry, in common with all U.K. industry, suffered from the economic squeeze that continued throughout 1967. Devaluation of the pound in November was no panacea for the industry, although individual firms have benefited from increased profit margins on their exported goods.

Because instruments are not especially price sensitive, lowered export prices would not in most cases have attracted substantial new orders from abroad. This condition is expected to be reflected also in continued high imports of instruments into Britain during 1968 despite the generally higher prices of such imports than prevailed in pre-devaluation days.

The Scientific Instrument Manufacturers' Association of Great Britain (SIMA) estimates that British instrument production declined about 10% in 1967. The British instrument industry still enjoys a favorable balance of trade with 1967 exports of $180 million and imports of $162.7 million. The gap between exports and imports is becoming ever narrower, however, and SIMA is concerned lest Britain become a net importer of instruments.

It should be noted that analysis of production, export and import trends is difficult at this time not only because of the uncertainty surrounding the ultimate effects of the devaluation, but also because SIMA's annual figures on production were not available at the time of writing.

Domestic British production of optical instruments and equipment is holding up well and proving resistant to the economic vagaries of the past year. The third quarter of 1967 showed production up 11% over the same period of the previous year.

Unfavorable balance

Britain has an unfavorable trade balance in optical goods, however, of rather large dimensions. The Scientific Instrument Manufacturers' Association of Great Britain believes a great part of this unfavorable trade balance is caused by the duty-free import of instruments for academic and research purposes under the Florence Agreement where the U.K., unlike the U.S., does not invoke an equivalence clause.

It is true that the sort of instruments to which SIMA referred (Binoculars, Microscopes & Other Optical Instruments) are imported in substantial quantities. In 1967, the value of imports under this category exceeded $8.4 million. These imports, however, grew only 3% in value over 1966's imports. The importation into Britain of spectacles and spectacle frames on the other hand increased by 27% over 1966 and now exceeds $5 million.

The best prospects for American manufacturers in medical, dental and surgical instruments and equipment continues to be in medical electronics. Although there are more than 100 U.K. companies producing electronic equipment for medical applications, American manufacturers produce equipment that is often competitive in both price and quality and often altogether unavailable from sources outside the United States.

According to "New Scientist" (Jan. 11) medical electronics in Britain represents a market of some $30 million in the current financial year.

Computers are becoming one of the largest sectors in the market and have very firm backing from the Ministry of Health. The Ministry has allocated about $144 million for spending on computer installations in the next ten years. This represents some 180 installations. Another area of great and growing interest is patient monitoring.

Selling more conventional medical and dental instrumentation and equipment to the British is often a difficult task. British and continental manufacturers make a wide range of products that are usually comparable in quality to American products even if they sometimes lack the added features which may be deemed desirable in America. Moreover, these products can usually be more price competitive than American products.

This is not to say that non-electronic American instruments and equipment won't sell in Britain. That would not be true. However, as American prices are usually higher than British and European ones, the American instruments and equipment that most often do best in this market are those that are uniquely efficient or that have no near counterparts in Britain.

Local production of surveying, meteorological, geophysical and engineering instruments held up fairly well during

1967. Exports, however, have slipped and imports are up by about 30%. Trends are difficult to discern in this rather wide category of instruments, but there appears to be a generally favorable British balance of trade which is very gradually being eroded as imports over the years continue to rise faster than exports.

Laboratory and research equipment is considered to be a strong area within Britain's instrument industry and a review of the production statistics for the first three quarters of 1967 supports this view. After a disappointing first two quarters, analytical laboratory instruments were well below 1966's production figures. This was changed, however, in the third quarter by the reported production of over $2.1 million worth of these instruments—more than double the production of the same quarter of 1966.

In the classification "Scientific laboratory instruments and apparatus other than optical, not elsewhere specified", production figures have declined to $9.6 million in the first three quarters of 1967, compared with $10.3 million during the same period in 1966.

American manufacturers are likely to experience severe difficulties in increasing their share of the British market for these products during the coming few years. Even if commercial and governmental research and development does not suffer badly from economic directives coming out of Whitehall and aimed at cutting imports and promoting exports, there may be a considerable amount of unofficial "Buy British" feeling in this sector of the market where import substitution is so easy.

Britain is a heavy net importer of x-ray equipment. However, it is the Dutch and not the Americans who dominate the British market. Philips is the market leader, producing products both high in quality and low in price. Given the average price of x-ray equipment in the United States, there appears to be little scope for increasing the United States' market share of these products in Britain.

Production of aeronautical instruments was up during the first three quarters of 1967. Imports are treated as classified information and no figures are published. Published export figures lump aeronautical and nautical instruments together and show a 1967 decline of 6%.

Although production figures have held up well, and indeed increased, the decline of the domestic British aircraft industry over the last few years surely indicates the British market is not generally a promising one for American aeronautical instrument makers.

Industrial indicating, reporting and controlling instruments have been hit the worst by the decline in spending on new capital investment over the last couple of years. The 1% growth in overall production in 1966 was a decrease in terms of real value. On the basis of statistics for the first three quarters of 1967, it looks as though last year will not show even a nominal increase in production figures on the electronic side, although the non-electronic production figures are up a bit.

Imports of these instruments into Britain have held up surprisingly well during this period of slump. If they have not increased overall at the same rate as imports of other types of instruments, there are some sub-sectors that showed a startling growth in 1967. For example, imports of instruments for measuring liquids or gases rose to $12 million in 1967 from $8.9 million, a gain of 36%.

The United States enjoys a clear competitive edge over other countries in electronic process control instrumentation. Other things being equal, the British market should continue to be good for U.S. producers of these instruments.

A clear pattern cannot be discerned among electrical and electronic test and measuring instruments. On the basis of production figures for the first nine months of 1967, it appears that production of electrical instruments generally declined and production of electronic instruments increased. Imports of scientific instruments increased in 1967 by 4% while exports declined by 8%. Because the export and import figures are not really compatible with each other, detailed comparisons are not possible.

The United States has long been the world leader in the production of electrical and electronic test and measuring instruments, with Britain taking second place worldwide. American industry has a good share of the market for these instruments in Britain. As electronic instruments increase in number and complexity there is no reason why the U.S. share of the market should not increase.

The published statistics for physical properties testing and inspecting machines do not single out those facts that relate specifically to the production of these items.

As far as import and export figures are concerned, one can learn a bit about mechanical testing instruments which, while they embrace only a portion of this range, may be of interest. In 1967, both imports and exports of mechanical testing instruments rose; imports from $1.65 million to $1.75 million and exports from $2.4 million to $2.65 million.

It is probably true that new developments in metallurgy and plastics technology have focussed a great deal of interest on this range of machines. Many of the machines embody highly sophisticated electronic circuitry. These are the machines that Britain needs in order to upgrade the quality and reliability of her products, and are at the same time the machines which the United States is better able to supply than any other nation.

According to "Business Monitor," a series of production data published by the Board of Trade, production of nuclear radiation detecting and measuring instruments for the first three quarters of 1967 dropped markedly.

"Overseas Trade Accounts of the United Kingdom" lumps nucleonic instruments and equipment in with x-ray equipment and is, therefore, of no use in computing imports and exports of either type of equipment. It is probably accurate to state that British exports of nucleonic instruments and equipment declined during 1967 and imports, while remaining at a high level, made smaller gains than in previous years.

The slackened pace of economic activity in this sector as in others is due to the economic squeeze which for the past couple of years has depressed investment in capital goods.

The United States continues to have a major share of the British market for these instruments. American nucleonic instruments are generally considered to be the world's best and British users are generally willing to pay for this quality.

MARKET FOR COMPUTERS is one of the fastest growing in the United Kingdom, where the Ministry of Health alone has set aside $144 million for computer purchases over the next ten years. Below, data processing equipment installed recently at the Yorkshire Electricity Board.

Saudis looking to Orient

Asian competitors crowd U.S. for share of renewed Arabian trade growth

Saudi Arabia's economy has slowed down moderately in the wake of the Arab-Israeli war, but the latest Economic Trends Report from the U.S. Embassy in Jidda indicates that recovery is just around the corner.

The closure of the Suez Canal and an increasingly aggressive sales effort on the part of Asian competitors has begun a swing toward the east for suppliers of Saudi imports. Japan, India and Taiwan have all found profitable trade opportunities in Riyadh of late, and Communist China seems to have mounted a nation-wide effort to increase its share of Saudi trade. As a result, it is estimated that Communist China sold $15 million worth of goods to Saudi Arabia in 1967, mainly small consumer items but also including such industrial products as steel re-enforcing bars.

Recently released U.S. figures indicate that U.S. exports to Saudi Arabia during 1967 totaled $169 million, an increase of 11% over the previous year which enabled the United States to maintain its position as the Kingdom's leading foreign supplier.

Most promising products

The Embassy feels that the following categories of goods offer some of the best opportunities for American exporters to the Saudi market: Food specialities, canned and frozen; builders' hardware; road construction and maintenance machinery; oilfield machinery and equipment; electric household appliances; aircraft control systems; communications equipment; aircraft, and passenger cars.

In general, Saudi Arabia is a good market for new consumer products of all kinds. While there is no efficient local advertising system whereby the availability of new products can be made known, this handicap can be largely overcome through the selection of an aggressive local agent.

In addition to the specific products mentioned above, American firms should be able to develop substantial opportunities in Saudi Arabia in joint ventures, consulting services, and construction work. Several of the more important upcoming construction contracts have been listed below. Too often in the past such contracts have been let without any American firms expressing an interest.

While some projects may seem too small to warrant major effort, the Embassy feels that the long-term potential justifies such pioneering investments.

The most successful businessmen coming into Saudi Arabia have been those able to allot sufficient time to consider the market carefully, make personal contacts, and attend to the details involved in any new venture. While business opportunities in the Kingdom are often slow to evolve, the advantages of becoming established in a growing market are clear.

Any pause in the rate of economic expansion, such as has recently been noted, is likely to be temporary, and excellent opportunities still exist for increasing the already high level of U.S. exports.

The Saudi economy seems likely to recapture much of its lost momentum rapidly, led by continued strong growth in petroleum revenues and a resurgence of government spending on major development projects.

Recently the reduced volume of government spending for economic development has been attributable in part to the lower income and higher foreign aid commitments resulting from the June war, but it also reflects a planned pause during which effort was concentrated on the consolidation or digestion of earlier projects into the Kingdom's economic structure.

Development spending rise

While this consolidation process is still going on, there are signs that the pace of development spending will quicken again before the year is out. The government's General Petroleum and Minerals Organization has recently signed contracts with two American firms for important joint ventures: a lubricating oil blending plant will be constructed in Jidda in conjunction with Mobil Oil; and a sulphur extraction plant is to be built in Dammam as a joint venture with the Jefferson Lake Sulphur Company.

Although Saudi Arabia was not directly involved in the Arab-Israeli hostilities of last June, the disruption of normal shipping patterns through the Suez Canal, the temporary stoppage of petroleum production, and the general political/economic uncertainty of the entire Middle East region slowed the high rate of growth which the Saudi economy had sustained for ten years.

Since last summer the upward pressure on prices and wages has been less noticeable. Such data as are available, however, indicate that wages are continuing to rise. Recently some commodity prices again increased, probably reflecting world market trends. While continued construction has made some impact on the housing shortage in larger Saudi cities, strong demand tends to keep rents at a high level.

An unexpected rise in crude oil deliveries to a near normal level in the fourth quarter of 1967 enabled the Arabian American Oil Company (Aramco) to post a daily average production of 2.59 million barrels in 1967, an in-

Major development projects planned

Several other important projects are being planned for implementation in the near future. The municipality of Mecca, for example, will solicit bids shortly for construction of a $33 million water network, and in late 1968 the Ministry of Agriculture intends to invite bids on a contract expected to be worth in excess of $30 million for the construction of irrigation and drainage facilities for the nomad settlement project at Harad in the Eastern Province.

A major tender is also expected to appear near the end of 1968 for bids on the construction of new international airports at both Jidda and Riyadh. Finally, the Ministry of Communications' ambitious road construction program is moving forward, with approximately 60% of the planned 11,000 kilometers completed.

These and other development projects, together with improving oil revenues, should help to lift the Saudi economy from the comparative doldrums into which it has fallen.

crease of 8.6% over 1966. While there has been no official estimate by the company of 1968 production, the average for the first two months of the year was over 2.7 million barrels per day, near the level of a year ago, and the spring outlook is promising.

Notwithstanding the many variables in the international oil industry which tend to render estimates unreliable almost as soon as they are made, ARAMCO appears to have a good chance of achieving a production level 10% or more above that for last year.

While there has been a gradual increase in Eastern Province business activity in recent months, local observers feel that the rate of growth has declined sharply from the high levels of 1966 and early 1967. The demand for building materials, for example, is now increasing at a rate of approximately 15% annually, compared with an annual increase of nearly 50% in the previous two years.

The slowdown in Eastern Province growth is partially attributable to the closure of the Suez Canal, which has led to a 30% drop in the total tonnage handled through Dammam, Saudi Arabia's main general cargo port on the Persian Gulf.

Long range prospects

Nevertheless, one indication of long-range prospects in the Eastern Province is a forecast by the Dammam Electric Supply Company that power consumption will treble by 1972.

The business outlook is perhaps least encouraging in the Red Sea port city of Jidda, which was also hard hit by the closure of the canal. Recently published shipping statistics for the calendar year 1967 indicate that total tonnage handled was down 8% from 1966, while general cargo tonnage was down 22%.

In addition, this year's annual Muslim pilgrimage to the holy cities of Mecca and Medina, which channels a great deal of tourist business through Jidda, was disappointing for businessmen. Although the number of foreign pilgrims was slightly larger than a year ago, the average length of stay was shorter, and a spot check of local merchants indicates that business volume may have been down by as much as 25% in comparison with the previous pilgrimage.

Despite these difficulties, however, demand for consumer durables in Jidda seems to have rebounded reasonably well from last summer's low point, and local merchants are hopeful that this development marks the beginning of a general resurgence of business activity.

In contrast to both Jidda and the Eastern Province, the capital city of Riyadh, located in the central part of the Kingdom, is experiencing a major commercial upswing. The merchants of the traditionally inward-looking capital are showing an increasing disposition to establish direct commercial relations with foreign firms, rather than deal through agents in Jidda or Dammam as they have in the past. As a result, many foreign businessmen are beginning to discover Riyadh for the first time.

SAUDI ARABIA IS LOOKING EAST for suppliers, since the closure of the Suez Canal cut shipments from Western sources. General cargo tonnage at the Port of Jidda (above) was down 22% in 1967.

Although comparative statistics are not available, local bankers report that the volume of letters of credit opened in Riyadh has increased dramatically in the past year. A large majority of these new direct orders are going to Asian suppliers; India, for example, has developed an important market for diesel agricultural pumps in the central province, and Japanese and Taiwanese consumer goods are becoming common on dealers' shelves.

Because of its isolation in the center of the country, Riyadh has long been a relatively untapped capital market, and thus there is apparently no shortage of funds to finance the current expansion of foreign trade.

Rapid buildup

In the first three-quarters of 1967 there was a rapid build-up of foreign exchange reserves resulting from increased oil revenues. In the first five months of 1967 oil production exceeded 2.8 million barrels per day, and the effect of this increase on SAMA's accounts was still felt thereafter because the company's income tax payments lag three to four months

Full reports available

The complete texts of the Economic Trends Reports which appear in this issue are available for $1.50 apiece from the Clearinghouse for Federal Scientific and Technical Information, U.S. Dept. of Commerce, Springfield, Va. 22151. These reports contain tables of the latest economic indicators and other information which is not included in the version appearing in the magazine. Order by DIB number: **Cyprus,** DIB 68-05-079; **Greece,** DIB 68-05-108; **Israel,** DIB 68-04-122; **Ivory Coast,** DIB 68-05-119; **Lebanon,** DIB 68-04-271; **Paraguay,** DIB 68-05-078; and **Saudi Arabia,** DIB 68-05-077.

behind oil production. Thus the reduced production during the summer months did not begin to cause a drop in foreign exchange holdings until late in September.

Other factors affecting foreign exchange reserves may have included a last-minute spate of government disbursements before the end of the fiscal year in early October, and seasonally high commercial purchases from abroad as merchants built up their inventories in anticipation of the annual pilgrimage season.

In addition, it was during this period that the Saudi Government made its first $35 million payment to the United Arab Republic and Jordan, as agreed at the Khartoum Arab summit meeting.

Confidence remains high

Despite the recent drop in foreign exchange reserves, Saudi Arabia retains 100% coverage for its currency and ample additional funds to cover import requirements and other foreign obligations. Confidence in the Saudi riyal remains high.

This fact was illustrated in mid-February when the monetary agency announced the issuance of 50 and 100 riyal notes of a new design. Even though the Saudi populace has had only a few years' experience with paper currency, the changeover went off without a hitch. In an accompanying announcement Monetary Agency Governor Anwar Ali asserted that the Saudi riyal is the strongest currency in the world.

The international gold crisis in March interfered with orderly trading in Jidda, where both gold and foreign currencies enjoy a free market; but confidence has since been restored, again with the support of an optimistic statement by Governor Ali.

Interest in U.S. goods

The U.S. Commercial Office in Jidda has noted a continuing high interest in U.S. products, particularly among small and medium-sized businessmen, many of whom are new to commerce. American exporters are expected to get an added bonus in Saudi Arabia during 1968 as ARAMCO increases the percentage of its purchases made in the United States in an effort to help the current balance of payments program.

Economic slump, small size limit Paraguay market's potential for U.S. trade and investment

Investment chances chiefly in agriculture, food processing; U.S. Trade Mission visit expected to turn up valuable data

Paraguay's limited size and slumping economy make it a relatively low-potential market for U.S. goods and investments at present, but there are some bright spots.

Paraguay, a nation the size of California, has only two million inhabitants at present, though the population is growing at an annual rate of 3.1%. A plentiful supply of unskilled labor is available, according to the latest Economic Trends Report submitted by the U.S. Embassy in Asuncion.

U.S. entrepreneurs have already discovered keen competition from many European and Far Eastern nations, especially Germany and Japan, which vie for Paraguayan markets and which offer favorable credit terms for industrial plants and related products.

Paraguay has experienced an economic decline over the past two years. Despite arguments that 1965 was an unusually good year which should be discarded in a trends study, it is generally accepted that during the past two years Paraguay has undergone a recession, especially in its balance of trade.

With a record high budget of $78.5 million for 1968, the unfavorable balance of trade is expected to be even more marked this year, and with income level still an uncertainty, prospects for immediate relief for the economy are still cloudy.

Paraguay's trade balance dipped into the red again in 1967, this time with a deficit of more than $9 million.

Retailers are retrenching, and both the U.S. Government and the Government of Paraguay are seeking means to revitalize the economy, make it agriculturally more self-sufficient, increase the volume and value of exports, and encourage private sector investment, both domestic and foreign, to put new life into the economy.

The investment climate is still considered generally favorable. The nation's official policy is to encourage investment from abroad. Many agro-industrial projects have yet to be tested, and several new markets remain untapped.

The Paraguayan Government continues to solicit investment from abroad, to exploit its largely untapped agricultural potential. Feasibility studies by government agencies and private concerns are being completed, and the necessary new laws, and amendments of old ones, to facilitate foreign investment, are constantly under study. A new accounting control law has been passed, and a budget reform law is presently under final study by the government and should be in effect by mid-1968.

Wheat production has already received impetus, and food production and processing of all types should provide room for future investment expansion in Paraguay. Related industries, such as lumber and tourism, also offer good prospects for the future.

A Department of Commerce-sponsored Trade Mission visited Paraguay from Apr. 20-27 to gather information on potential investments.

Paraguay continues to support the ideals of the Latin American Free Trade Association (LAFTA), and to hope for its eventual development into a Latin American Common Market. Its immediate goal is to see the Cuenca del Plata, the regional organization which includes

Hopes for tourist growth

Paraguay has enjoyed a steady increase in tourism, largely comprised of Argentines and Brazilians who make short visits for a change in climate. The Office of Tourism, however, reportedly is anticipating an awakening of interest in Paraguay from persons farther afield, especially from the United States, where recent balance of payments policy should throw more tourist business to Paraguay.

Argentina, Brazil, Uruguay, Bolivia and Paraguay, develop integrated infrastructure and agricultural and industrial enterprises which will be mutually beneficial.

GNP for 1967, in terms of constant 1962 dollars, registered only a 1% increase over 1966, while population continued to climb at better than 3%. Per capita real income has dropped for the past two years, —1.5% in 1966 and —2% in 1967. Extensive borrowing from abroad has set Paraguay's debt servicing level at about its maximum capacity.

All of these factors combine to force Paraguay to take one of two roads to stabilize: retrench with an austerity program, or greatly expand its export earnings to provide a favorable balance of trade. Since the first road is not palatable to a country which is already operating with a rather low GNP, the second alternative is more acceptable.

To obtain a favorable trade balance in the face of a declining world market for its primary products, Paraguay must expand its agricultural-oriented industries in order to provide finished products more receptive on world markets.

The domestic market for consumer items is not large. Estimates describe approximately one-half of the population, or about one million persons, as having a per capita income of $80 annually, which effectively removes them as a potential for sophisticated market items.

The official minimum wage remains at $1.92 a day, and the Paraguay Labor Federation is continuing its campaign for a 25% increase. A 5% increase was considered possible by May 1, though it would not be enough to offset the 8.7% rise in the cost of living since the last minimum wage increase in April 1964. In fact, the anticipated minimum wage increase, though small, could even further aggravate the already steadily rising unemployment of unskilled laborers, as it would force employers to drop fringe workers.

The Acaray Hydroelectric project, though receiving a setback when a component of its new generator was badly damaged while in transit to the dam site, is still the major construction project in Paraguay, with a total expenditure of about $30 million.

Morrison-Knudsen Co., of Boise, Idaho, has obtained a $5.4 million contract for construction of a new 11,000 foot runway and other improvements at the Presidente Stroessner Airport at Asuncion.

Brown & Root, the Houston-based engineering firm, is also supervising road construction and maintenance, as are several non-U.S. firms.

The contract for a Canadian-financed feasibility study of the Trans-Chaco and Pedro Juan Caballero road systems has been signed and the project is scheduled to begin in the near future.

Hydrographic studies are underway in Chaco, to see if sufficient water is available for agricultural or industrial expansion. River navigation studies of the Paraguay River, a constant source of trouble due to low water at several critical spots, are also underway. Improvements are being made at the Port of Asuncion.

Although there is still a great deal of discussion of a new high-rise hotel in Paraguay, which reportedly would cost $12 million and accommodate a thousand guests, little real headway is yet evident, nor is there apparently any need for such an ambitious undertaking at this time.

The Flota Mercante del Estado, Paraguay's government shipping enterprise, recently took delivery on two new, Spanish-built, 300-plus passenger luxury river boats. One operates weekly round-trip from Asuncion north to Corumba, Brazil, and the other twice-weekly from Asuncion south to Corrientes, Argentina and return. Several international airlines are interested in making passenger and cargo flights to and through Asuncion.

Paraguayan citrus production remains largely unexploited. For example, orange production in 1967 was estimated at 183,000 metric tons, and grapefruit production the same year was over 20,000 metric tons. Though these volumes exceed domestic needs, exportation continues to be almost negligible.

These reversals have given greater impetus to the search for a Paraguayan food processing industry which could exploit potential markets outside South America. Feasibility studies are proceeding apace, and several U.S. and Paraguayan companies, as well as some international interests, are reportedly considering investment in this area. Some difficult problems remain in the paths of investment.

Government decrees have been implemented to restrict the exportation of raw wood products, and to offer incentives for a finished lumber products industry. Several lumbermen are scheduled to visit the United States, Mexico and Panama in 1968, in a search for new markets, and possibly for technical and financial assistance in expansion of the finished lumber product industry in this country.

Though deposits of some minerals, such as iron and some ores, have been discovered, they apparently are not in sufficient quantity or quality to merit commercial exploitation.

The petroleum products concession in Paraguay, Refineria Paraguaya, S.A. (REPSA), is now seeking a monopoly with the government in exploration also.

A new cement plant is being built at Vallemi, the site of the only plant now in Paraguay. Its proposed annual capacity of 100,000 metric tons should be sufficient for Paraguay's needs for the foreseeable future.

May make fertilizer

Feasibility studies are being considered regarding the possibility of local fertilizer production. Presently the whole product must be imported, even though many of the heavier components in the finished product are locally available. This is one of the possibilities that the slaughterhouses are exploring for off-season production.

The legal interest rate is continuing at 12% annually. Time deposits are increasing, but Central Bank loan policies, including legal reserve requirements (42%) and discounting requirements, remain unchanged.

A new regulation authorizing private commercial banks to extend housing loans is being studied, and prospects are good for its implementation during 1968. Its actual effect, however, is dubious, since interest rates will likely be prohibitively high under such conditions.

A private financing agency (temporarily known as Compania Paraguaya de Desarrollo, S.A.) will receive funds from ADELA, AID, and the private Paraguayan banks and businessmen to provide loans at favorable rates for industrial enterprises. It hopefully will begin operations during 1968.

Paraguayan group seeks markets for wood in U.S.

A team of five Paraguayan private businessmen, led by an official of the Paraguayan Ministry of Industry and Commerce, visited the United States recently in an effort to find markets for their nation's lumber and wood products.

At a special Washington briefing, Commerce and Agriculture Department officials explained the potential U.S. market for such products.

After the Washington session, the group toured industrial wood-using plants and distributors, and woodworking machinery manufacturers in New York, Pennsylvania, North Carolina and Georgia.

Greece still sluggish

Continuing stagnation seen due to psychological as well as economic factors

The slowdown which has characterized the Greek economy since the end of 1966 shows no sign of ending.

After experiencing growth rates averaging 8% during the previous three years, the GNP at constant prices increased by only 4.5% in 1967, and the general industrial index rose by only 3.3 percentage points compared to a 15.5% rise during 1966. Further, if production is excluded from the new Esso-Pappas oil refinery, the Pechiney aluminum smelter, and new fertilizer factories, the index actually would have declined.

Much of the economic slowdown can be attributed to the readjustment required after the rapid but uneven growth of previous years and to depressed economic conditions prevailing among Greece's European trading partners.

However, the continuing stagnation now must be seen as due to psychological as well as economic factors. This uncertainty is reflected in preliminary figures showing that during 1967 private investment stagnated.

Similarly, there is evidence that monetary hoarding has increased, as the 27.4% rise in currency circulation during 1967 was not accompanied by parallel increases in retail sales or bank deposits. Finally, there was a sharp drop in tourism and capital inflows during 1967; and there is no evidence that there will be much improvement during 1968.

The reduction in the American share of the Greek import market from 12% in 1966 to 9% in 1967 came about because of increased domestic agricultural production which caused a shrinkage in Greek demand for U.S. agricultural imports and because of the completion of American investment projects, which led to a falling off in capital goods imported from the United States.

U.S. holds share

Interestingly, although Common Market suppliers benefited from further reduction in the tariffs between Greece and the EEC and British suppliers received advantages from the autumn devaluation of the British pound sterling, the United States still maintained its share of the market for the fastest growing category of Greek imports, semi-finished and finished manufactured products.

Presently, Common Market suppliers enjoy preferences amounting to 40% on goods not produced in Greece and 10% on goods produced in Greece. However, there will be less of an improvement in the future in the EEC's competitive position vis-a-vis the U.S. arising from Greece's associate Common Market membership, because the effect of the remaining scheduled tariff reductions towards the EEC will be offset somewhat by the Kennedy Round tariff reductions.

American exports to Greece totaled $99 million in 1967, $25 million below their 1966 level. The volume of American exports to Greece during 1968 will be determined, in large part, by the success of the government program to revive the economy.

However, regardless of the performance of the economy, recently announced plans for public sector procurement offer enticing opportunities for American companies to furnish a whole range of technical services and capital goods (provided the government successfully funds all of these projects).

The government has announced plans for a 25% increase in the state investment budget which is supposed to total $300 million during 1968. Forty per cent of this budget has been set aside for road construction.

The McDonald Company of St. Louis has been negotiating with the government for the construction of the largest of these projects, a road stretching across Northern Greece from the Adriatic Coast to the Turkish border.

Other infrastructure projects which are in the advanced planning stages include the Mornos River project, which is designed to satisfy the long-range water needs of the Athens area, the Polyfiton hydroelectric and irrigation projects in Northern Greece, and the Messara irrigation project in Crete. Investments totaling $7 million are planned for the Civil Aviation sector, mainly for modernization of Greek airports.

In addition to recently procuring sixteen small helicopters for crop spraying, the government is reportedly interested in obtaining larger ones for emergency evacuation use as well as customs surveillance and power line inspections. The Greek state airlines, Olympic Airways, is also considering the purchase of passenger helicopters and small aircraft for its domestic service.

Both governmental and quasi-governmental agencies have announced plans for special infrastructure projects. The most ambitious of these plans involves the installation by the Public Power Corporation of a nuclear-energy power plant. The intense interest generated in this project is evidenced by the fact that both British and German interests are reportedly planning presentations in Greece to rival the recently held presentation in Athens by four prospective American suppliers.

Government tenders are presently being held for the construction of a Comsat earth station, the establishment of a Greek television network, and the contract for the management of the state oil refinery, as well as for proposals on construction of a new refinery. Government plans for establishing food processing industries in rural areas have already attracted a group of British businessmen, who toured the northern Greek provinces last year.

The success of American suppliers in obtaining orders from the public sector will depend in some measure upon the competitiveness of the credit terms they offer. The Ministry of Commerce recently announced that because of Greece's foreign exchange position preference in government bids would be given to local businesses and suppliers from those countries which offer Greece favorable financial terms as well as those with which she has clearing accounts.

Hires private firm

Greece became the first developing country to engage the services of an international company to assist in the development of a retarded economic area. A subsidiary of Litton Industries signed a contract with the Greek Government to undertake activities designed to raise $830 million in capital over the next 12 years for the development of Crete and the Western Peloponnesus. So far, however, Litton has announced only one investment of $3.7 million, from Litton-controlled funds, toward its intermediate goal of raising $120 million by the middle of 1969.

In 1967 the United States obtained only 8.5% of the civilian orders placed by the public sector, whereas during the 1962-64 period it obtained around 15% of these orders.

It is possible that the recently announced government plans to consolidate purchases will alleviate the American firms' difficulties in competing with European suppliers for small orders, and thus permit an improvement in their overall performance.

Greek exports to the United States increased by 45% during 1967 to a total of $65 million. Tobacco exports, which accounted for 70% of Greek sales in the United States increased by 50% and totaled $45 million. This increase reflected purchases from government stocks by American buyers.

Although exports of wines and spirits only amounted to $3 million last year, the 74% increase over 1966 was significant. Greece is hoping that the American government will accede to its request for an increase in its cotton quota, to permit an increase in textile exports which fell 50% during 1967. Traditional Greek exports of olive oil, minerals, and sponges also lagged during the year.

During 1968, no significant changes are foreseen in the structure of Greek exports although tobacco sales are not expected to equal their impressive performance of 1967. Under the invisible accounts, the decrease in earnings from tourism was offset in 1967 by a rise in emigrant remittances from the United States.

The Greek Government has reiterated on frequent occasions its belief that productive foreign investment can play a constructive role in Greece's economic development. The government expressed pleasure that, for purposes of the United States balance of payments program, Greece was placed in the category of Schedule A or developing countries, to which more generous foreign investment quotas apply.

The Greek Government has been actively soliciting foreign investment. It has given much publicity to a streamlining of the investment application process, which is aimed at eliminating much of the bureaucratic delay which discouraged foreign investment and, it is claimed, cancelled out the liberal provisions of the 1953 Greek investment law.

The Greek Government actively participated in an American Management Association economic seminar held in New York, which was designed to awaken American investment interest in Greece.

Finally, the government has approved three American investment applications which were pending before the government change occurred. The largest was for a $12 million tire factory to be constructed by Goodyear in Thessaloniki. The others are for a $2.2 million brewery and a $1.6 million dry cell battery plant to be constructed by American Filter Corporation and Union Carbide, respectively.

Since the government changeover, the two American components of the new industrial complex in Thessaloniki, Esso-Pappas and Ethyl, have announced expansion plans totaling $11 million and $3 million, respectively. Corn Products Incorporated has requested permission from the government to construct a $2 million plant which will process foodstuffs not presently produced in Greece.

Other firms interested

Other American companies are also exploring possibilities for cooperating with established Greek firms which require either infusions of capital or technical know-how in order to expand.

Finally, interest has been shown in tourist projects, although with the exception of the Litton project (see box) there have been no concrete developments. Two large American hotel chains, however, have shown interest in constructing luxury hotels in the Athens area.

Both Chase Manhattan Bank and the Bank of America are planning shortly to establish branch offices in Greece, which, when added to the already established offices of the First National City Bank of New York and the American Express Company, will bring to four the number of American banks operating in Greece. Through tax and other incentives provided in Emergency Law 89, the government has so far enticed twenty-five firms, eight of which are American, to establish regional supervisory offices in Greece.

The Government has been cautious in adopting a more expansionary policy to counteract the slowdown, because of the inflationary pressures inherent in the Greek economy. Since the April 1967 military coup the consumer price index has actually decreased.

Recently, however, the government has shown signs of following a more aggressive policy. Budgetary expenditures are not being reduced despite the possibility of a sizable overall budget deficit.

In order to encourage an increase in capital formation, the new tax code provides generous tax exemptions for new investments. The government has provided special credit facilities to assist the depressed construction and shipbuilding industries.

Increased spending power has been put into the hands of some consumers through increased agricultural subsidies, cancelling of certain agricultural and other debts, and the early payment of summer bonuses to government employees. Financial restrictions on bank financing of the commercial sector have been eased.

Despite these measures, it remains doubtful that the Greek economy can attain the ambitious 1968 goals set forth in its recently published Five Year Plan. According to the plan, GNP and industrial production are to record 8 and 11%

U.S. EXPORTS TO GREECE fell 20% during 1967, and this year's showing will depend on the success of efforts to revive the economy. Below, U.S. goods line the shelves of a modern Athens store.

growth rates annually, and over 300,000 new urban jobs are to be created.

Less controversial reforms introduced by the government have included strengthening the capital market, increasing the resources of the state development bank, and reducing red tape in the processing of foreign investment applications.

The basic structural problem confronting Greece's balance of payments account is that imports are running about two and a half times greater than exports, and net invisible earnings and long and medium term capital inflows have generally not been sufficient to cover the trade deficit.

It was hoped that the economic slowdown, by depressing import demand, would reduce this deficit to the point that it could be covered by regular invisible earnings and capital movement. Mainly as a result of reduced economic growth, imports grew by less than 1% during 1967. There was a 5% decrease in the trade deficit as exports grew by over 12% largely because Greece for the first time exported significant amounts of aluminum and sold larger than usual quantities of olive oil and tobacco.

Nevertheless, the balance of payments position for 1967 still worsened somewhat, as there were decreases in tourist earnings, emigrant remittances and capital inflows.

For 1968, the picture is even less bright. Exports are not expected to grow as rapidly as during 1967, as the market for Greece's traditional agricultural exports remains limited, and there will be no large scale exports of new products. The actual magnitude of the trade deficit in 1968 will be determined by the success of the government's expansionary policies, which will, if successful, strengthen import demand.

In 1968 net invisible earnings are not expected to approach their pre-1967 annual growth rate of 15%. It is possible that shipping remittances will repeat their impressive growth rate of 1967. However, no large revival is seen in the tourist industry.

The largest question mark still concerns long and medium term capital inflows, which will be determined in large measure by the degree of confidence in Greece's future political and economic stability.

In any event, with foreign exchange reserves amounting to over $340 million and with no evidence that suppliers are unwilling to provide credits for Greek imports, the country can for the immediate future probably weather all but the most serious balance of payments crisis.

Diminishing resources, political problems limit Cypriot market

Traditional preference for British products is another barrier to U.S. sales; technology gives U.S. inside track in some areas

Cyprus, beset by political woes and diminishing resources, does not present a very promising market for U.S. foreign traders at present. Commonwealth ties are another factor limiting U.S. influence in the Cypriot market, according to the latest Economic Trends Report submitted by the U.S. Embassy in Nicosia.

Britain is the United States' most important competitor in Cyprus—31% of all Cyprus' imports in 1967 came from the U.K. A former British colony, Cyprus is a member of the Commonwealth and, therefore, has a system of preferential tariffs. The recent devaluation of British and the Cypriot pound also sharply increased the cost of imports from the U.S.

Over the years, British products have acquired a well-established and reliable position in the Cypriot market. For reasons of familiarity and history, there is a residual consumer bias in favor of British products, which are considered quality goods.

American exporters must also consider the freight surcharge ($10 per 40 cu. ft.) imposed by the Northern Conference Lines on all freight off-loaded in Cyprus. The original justification for the surcharge was that freight destined for Cyprus had to be off-loaded by lighters, thus increasing risks. Although this is no longer true at the new port in Famagusta where freight can be off-loaded directly onto the pier, the surcharge is still in effect.

According to the latest U.S. trade legislation, Cyprus is eligible for Export-Import Bank financing. This also applies to the various other U.S. Government export promotion programs.

Favorable U.S. position

In many fields, of course, U.S. productivity, technological advancement, and superior quality secure a favorable position for U.S. goods and services in the Cyprus market. Because of technical superiority, quality, and competitive prices heavy American machinery, especially mining, construction, and food processing equipment, and electrical appliances enjoy a favorable position in the Cyprus market.

The United States' commanding lead in the data processing equipment field should orient Cyprus' computer use towards U.S. suppliers. Cigarettes are manufactured locally, which means there is a well-established and increasing demand for Virginia yellow leaf tobacco.

Excluding exceptionally good crop years, Cyprus must import considerable quantities of feed (corn and sorghum) and food (wheat) grains.

American managerial and technical expertise is competitive in any market. Although opportunities for consulting engineers and managers are limited, American credentials in these fields are highly respected.

In the past few years manufacturing production has increased steadily by about 6-7%, but still only accounts for about 5% of GNP.

Stimulating greater investment in manufacturing is part of the national policy of encouraging import substitution. The government has provided an industrial estate in Nicosia and is planning one for Larnaca, tariff protection, a development bank, a productivity center, a variety of technical schools, a favorable climate for foreign capital, and an adequate infrastructure.

Cypriots have generally been reluctant to invest in manufacturing for a variety of reasons, however. The political situation is unstable; the domestic market is too small to sustain a large manufacturing industry that does not export; many raw materials are not available locally; and, more secure and rewarding outlets for investment capital are available. A speculative real estate boom has lured

Payment method shifts

The standard method of payment required by American exporters to Cyprus has been a letter of credit. As competition increases, however, this is gradually being replaced by sight draft arrangements. For non-American exporters, in fact, sight draft payments tend to be the norm.

capital away from productive investments. In 1966, for example, 37% of domestic investment was channeled into residential dwellings.

Cyprus' economy continues to progress despite the disruptive influence of the political situation and the fact that the Turkish Cypriots (18% of the population) do not participate in the mainstream of the island's economic life.

Gross national product (GNP) rose by about 6% in 1967 to $401 million at current market prices. A significant feature of the economy continues to be its ability to finance a substantial trade deficit ($70 million in 1967) with the foreign exchange earnings derived primarily from the various military presences on the island. Cyprus actually managed to amass a balance of payments surplus of $24 million in 1967.

Cyprus' dependence on invisible earnings is the economy's weak point and these earnings are becoming less dependable. The British Sovereign Bases are a major, and diminishing, source of foreign exchange. In 1961 Cyprus earned $62 million from the bases; in 1966 the figure was only $39 million. While U.K. military authorities here consider this a "plateau" likely to continue for some time, the impact of Britain's new austerity program may well be felt here too.

The withdrawal of 7,000 Greek Army troops from Cyprus early this year will also have an adverse effect. Also, if progress continues toward a political solution, the size of the UN peacekeeping force here may be progressively reduced, thus cutting the earnings attributable to its presence.

Needs peaceful solution

The development of tourism as a substantial foreign exchange earner depends on a peaceful solution of the political problem and increased investment in the tourist industry. For the near future, however, Cyprus' foreign exchange earnings, even if diminished, will probably continue to be adequate. In any event, Cyprus' carefully husbanded foreign exchange reserves ($153 million) provide a comfortable temporary cushion against any shortfall in earnings.

The mines that have yielded copper since the Roman period are giving out. The richest lode, Mavrovouni mine, was worked out this year. This trend is dramatically reflected (and somewhat exaggerated) by Cyprus' most recent export statistics. In 1966 minerals exports, led by copper, accounted for 45% of Cyprus' export earnings; the figure for 1967 was only 35%. Most of this decrease is attributable to a marked decrease in the total tonnage exported rather than the influence of growing agricultural or other exports. It is also significant that this decrease occurred despite attractive world copper prices.

To some extent this is attributable to the November-December crisis during which shippers avoided Cyprus and thus effectively halted exports. However, barring new discoveries, which seem unlikely, dwindling resources will continue to adversely affect minerals' export earnings.

There are indications that Cyprus' remarkable wage-price stability may be ending. Since the outbreak of violence in 1963, a policy of national unity has been an effective restraining influence on both labor and industry.

Throughout this year, however, pressure on the government has been increasing, especially from the unions. The November devaluation of the Cyprus pound touched off a series of wage claims based on the effects of the devaluation but including also pent up demands for general wage increases.

In the first two months of this year the consumers' price index rose by 5.38%. Whether this sharp rise is a temporary adjustment to the devaluation or the beginning of an inflationary trend is impossible to determine at this time. Cyprus' unemployment rate, a negligible 1% (of the Greek Cypriots), means that if the restraint that characterized the past does not continue, there is little hope for holding the line against future wage demands.

Another de-stabilizing influence is the Central Bank's recent decision to require the commercial banks to recall foreign assets held in banks outside Cyprus. Assuming that these assets will not be sterilized, the consequent injection of over $55 million into the economy will tend to loosen credit and increase inflationary pressure.

Assuming that abundant invisible foreign exchange earnings are not a permanent feature of Cyprus' economy and that Cypriots will continue to demand imported goods, export promotion and import substitution take on added significance. As already noted, mineral exports cannot be expected to increase and, in fact, will probably continue to decrease. Agricultural production affords more hope. Steady increases in agricultural export earnings have characterized the recent past. In 1967, an excellent crop year, agricultural products accounted for 63% of Cyprus' exports compared to 55% in 1966.

One serious limiting factor on agricultural growth is Cyprus' water supply. A semi-arid country (average annual rainfall is about 18"), Cyprus depends on underground acquifers to supply the bulk of its water. Overpumping is rapidly depleting these sources and in some cases has led to the incursion of sea water into formerly fertile citrus plantations.

A high priority national water policy has yet to be developed to solve this problem. Although the near future may be secure, the long range view is less encouraging. Agricultural exports must generate greater export earnings, but these may only help to reduce the deficit caused by expanding imports. Another factor limiting agricultural expansion is the fragmentation of land holdings. Recent government proposals for an ambitious land consolidation program were shelved when they encountered sharp reaction from the Turkish Cypriots. Effective cooperation on this issue probably must await a political solution.

Although Cyprus devalued its pound by 14.3% along with the British in November, it is questionable whether or not this will help reduce its trade deficit. Inflation is already eroding the benefits of devaluation and wage claims continue to mount.

Cyprus' primary exports, citrus and minerals, cannot respond to greater export opportunity. Mineral exports are restricted by dwindling resources. If enough water is available, more citrus can be planted, but several years must elapse before these new plantings will yield exportable fruit. The supply of export goods is, therefore, rather inelastic.

For its part, the government has shown little interest in taking demand out of the economy through taxation and has not yet seized on the possibilities of export-led expansion.

Government trade policy

Although Cyprus has bilateral trade agreements with five Eastern European countries and the Soviet Union, it is committed to a multilateral trade policy. The convertibility of the Cyprus pound with the British pound facilitates payments of international obligations and presents no problem for foreign exporters.

Generally, import licenses are required only on those few items that are produced locally and goods which the government would like to control because of their influence on Cyprus' Five-Year Plan.

The Government of Cyprus, however, has shown a willingness lately to impose protectionist tariffs to encourage a variety of local industries.

Israel gets moving again

New economic activity bodes well for American exports during 1968

The outlook for American exports to Israel in 1968 is more encouraging. With the rise in general economic activity, Israeli imports will probably rise despite the higher cost of foreign products resulting from last November's devaluation. Some of the higher costs of imported products following devaluation have been offset in part by reductions in import duties on most products.

In general, Israel has an impressive record of economic performance in the two decades since its independence. By adding Western technology and know-how to abundant supplies of capital and labor, Israel has successfully conquered a relatively hostile economic environment to provide its people with a continually improving standard of living.

The trade gap is still large in absolute terms and the country depends a great deal on imported capital, according to the latest Economic Trends Report submitted by the U.S. Embassy in Tel Aviv.

Exports as a percentage of imports have been steadily rising over the years from 11% in 1949 to approximately 70% in 1967.

The United States is both the largest supplier of goods in the Israeli market and the largest purchaser. Although sales to Israel declined last year, this was due in major part to the general decline in imports. The United States continued to maintain about a quarter of the market. Actual exports to Israel from the United States in 1967 totaled nearly $200 million.

Duties will be cut further on July 1 as Israel begins to implement the concessions granted in the Kennedy Round of tariff negotiations. Also some further progress can be expected on the so-called second stage of liberalization which entails the lowering of prohibitive customs tariffs.

The anticipated revival of investment, after three years of sharp decline, should augur well for U.S. exports of investment goods. Exports of such products as machine tools, electrical equipment and vehicles and parts have accounted for about one-fifth to one-quarter of U.S. exports in the past.

U.S. producers of capital goods which can help Israel become economically competitive by substantially reducing the per unit cost of output should continue to find a good market.

Demand for goods in the production process, which have constituted well over half of U.S. exports to Israel, should also pick up as inventories are rebuilt and economic activity rises.

The U.S. market share for non-durable consumer goods has been quite small. However, there is evidence that a wide market exists in Israel for such American products. The "America Week" promotion in Israel's largest department store—the Shalom Stores—was a spectacular success.

Investment prospects

The outlook for investment opportunities in Israel over the near term is promising. Israel offers various incentives to foreign investment, including the transfer of dividends and interest on the investment and repatriation of capital.

Stiffer competition can be expected from Israel's second largest supplier—the United Kingdom—since it now enjoys a slight price advantage because of the devaluation of the pound. Israel's other major suppliers—the Common Market countries, Sweden, Switzerland and Japan —will not enjoy this price advantage since they did not devalue.

The Government of Israel in 1966 undertook to try to bring about a restructuring of the economy. This action was thought necessary to correct some of the imbalances resulting from the rapid growth and shifts in relative prices and from the decline in immigration. For one thing, the building industry was overexpanded in relation to current needs. For another, various defenses were established over the years (such as the linkage of debts to the price index or to the dollar and a partial linkage of wages to prices) as a hedge against inflation. This made it difficult to prevent inflationary spirals. By 1965 the trade balance had deteriorated seriously and economic incentives for exporting decreased.

The retrenchment in the last two years brought about a number of benefits: prices and wage rates stabilized, productivity improved, interest rates fell, and the trade gap narrowed substantially. The cost, of course, was a sharp increase in unemployment which was relatively unknown under the usual boom conditions in Israel.

The contraction was perhaps greatest in the building sector where the building starts fell by almost one-half in the period 1965 to 1967. There were some signs of recovery when trends in Israel were radically altered by the Six-Day War and its aftermath. The swiftness of the Israeli victory and the lack of damage to population and industrial centers prevented economic disaster.

Internally, the pace of economic activity was speeded up. This was due in part to increased security requirements. But perhaps an equally important reason was the recognition of a need to establish a healthy, dynamic and vigorous economic climate for the absorption of local labor and as an attraction for immigration. Emphasis on the latter is by no means new for Israel, but the war again raised the issue to one of paramount importance.

Externally, since the war there has been a growth in the rate of unilateral transfers from abroad and of foreign capital. Specific data on these flows are not available, but they appear to be of such a magnitude that they should help to offset to a large degree the increased foreign exchange costs of rearmament.

A rather different external influence was the devaluation of the pound sterling. The British action was followed by an equivalent devaluation of the Israeli pound which should help improve the competitiveness of domestic producers in world markets.

Payments picture hazy

The balance of payments picture is not clear. The merchandise trade deficit has now declined for the third straight year and is less than half of what it was in 1964. It will be difficult to prevent a deterioration of the merchandise trade deficit in 1968.

Imports are bound to increase as inventories are built up and the economy picks up steam. With prospects for a firmer domestic market exporters will have to work hard to maintain the rate of growth achieved in the past year.

The outlook for imports of services is clouded by the questions arising over the delivery of major new military equipment. These increased expenses, however, should be offset to a significant degree by the anticipated rise in foreign exchange

receipts from unilateral transfers and loans from abroad. Any deficit will have to be covered by foreign exchange reserves, which are high enough to cover approximately one year's worth of imports at the 1967 level.

A rising trend in economic activity is expected in Israel through 1968. The pace is likely to be well above that of 1966 and 1967 but slower than what had been taken as the norm for Israel—approximately 10% per year in real terms.

The Government thus far has not submitted its usual detailed forecast for the present year. The reason given was the uncertainties in forecasting the balance of payments because of the difficulty in estimating expenditures for services which include the cost of rearmament. Nevertheless, the Government has made public some of its projections for the economy for 1968. The official prediction is for GNP in real terms to rise 6-8%; private consumption 6%, public consumption 3%, and investment 25%. Exports of goods are expected to rise near to $600 million and imports of goods to around $800 million. As indicated above, no figure was set for imports of services which includes military procurement. The target set for the merchandise trade deficit for 1968 was approximately $210-220 million.

Living standards will be permitted to rise an average of 2-3% per capita while product per worker is expected to rise an average of about 4% according to the forecasts. The number of unemployed is expected to decline to 14,000 by the end of 1968, most of them hard-core cases. The volume of construction will be held at the present level which is well below the previous peak.

Hardest task

The most difficult task facing economic policy makers in the near term will be to accomplish the goals of full employment and growth without a return to previous widespread inflation and a deterioration of Israel's competitiveness in international markets. The devaluation alone is bound to result in some increases in prices and expansion will generate additional pressures as shortages and bottlenecks develop.

A great deal of emphasis is therefore being placed on the importance of maintaining price stability. Both Government and labor have agreed not to allow increases in basic wages for two years.

A policy of relative monetary restraint is currently being applied. The amount of borrowing (including for development purposes) to be done by the Government has been reduced and a lesser portion of the anticipated Government deficit is being financed directly by the central bank.

THE TWO PNEUMATIC ELEVATORS of the Dagon silo in Haifa discharged during 1966 more than 1.1 million tons of grain imported from the United States (more than 90% of the total of such imports).

The rate of expansion of money supply has been reduced substantially compared with last year. In addition there has been a substantial rise in the level of subsidies paid by the Government to maintain the price of staple foods and fuel.

The main vehicle for renewed growth is an expansionary fiscal policy. Total demand is being encouraged both by greater Government expenditures and by some lower taxes. Ordinary expenditures have been increased by about one-third in the current fiscal year. They will rise by a further 6% in the new fiscal year which began April 1, excluding the cost of services that were previously funded by the Government but which now will be paid for by the Jewish Agency.

The task of controlling the rate of expansion will be complicated by a number of factors. First, there is likely to be a greater than average spill-over as a result of the massive expansionary fiscal policy actions taken late in the current fiscal year. If the economy starts to move too fast, it may be necessary to cut back on expenditures for development projects funded in the new budget.

Second, liquid balances held by the public are high. This is especially true of holdings of so-called quasi-money in the form of time deposits and foreign currency deposits.

Third, even though the trade union has proposed a freeze of basic wages, there is still no agreement between the union and the government on the level of the cost-of-living allowance to be provided to workers. No allowance will be paid until 1969, in the last quarter of the new fiscal year. A great deal will thus depend on the price changes actually realized in calendar 1968.

Mexico again delays foreign export document requirement

Mexico has postponed until July 1 (for land entries) and until July 15 (for maritime entries) its requirement that imports be accompanied by a copy of the official document through which export was effected from the country of origin (for the United States, the Shippers Export Declaration), according to information received from the U.S. Embassy in Mexico City.

The Embassy pointed out that Mexican authorities are still studying the situation to determine the sort of data required from foreign shippers, and the form in which such data could best be supplied.

Additional information will be reported promptly.

French, Japanese, East Europeans push trade efforts in Lebanon despite economic slump due to war

Failure to settle Arab-Israeli tension is prolonging recession, but Beirut remains an attractive Near East center for U.S. firms

The failure to reach any solution to the Arab-Israeli tension is prolonging the Lebanese economic recession which followed the June War.

However, there is fresh evidence of world confidence in Lebanon's economic future.

The French are embarked on a well-coordinated Government-industry commercial offensive in the Middle East, and the offer of a 126 million franc loan/-credit is an indication of their interest in the Lebanese market.

Eastern European suppliers of building materials, chemicals and agricultural products are selling well although they are having less success finding customers for their brands of sophisticated machinery and consumer goods. The Japanese are becoming increasingly active. Many American suppliers are now competing against the European branches or affiliates of other American companies.

The devaluation of sterling has placed the British in an advantageous position, enabling them to make, among other offers, an attractive proposal for the supply of approximately $40 million of aircraft to Middle East Airlines. In this instance, as in many less important transactions, the financing which American firms are able to arrange will play a critical role in sales to Lebanon.

Lebanon is among those countries in which future American investment is subject to the least restraint by balance of payments regulations. Because the limitations placed on American companies are global limitations, it is difficult to predict exactly what effect they will have on investment in Lebanon.

However, considerable interest is continuing, and many potential investors are much more concerned about the lack of a clearly defined Lebanese policy on the protection of local industry than they are by the balance of payments measures.

Because Lebanon offers political stability, a free economy, an educated populace, good transportation and communications facilities, and a central geographic location, Beirut remains attractive as a regional center for United States business firms.

The drop in the number of American tourists is being compensated by the decline in Lebanese imports of American goods. American private investment should continue at present levels.

Industrial exports have also moved up sharply since the closure of the Canal. During the latter half of 1967 they were 59% greater than during the same period of 1966. The principal industries benefiting from the increase are food processing, textiles, furniture, wearing apparel, and chemicals.

Although industrial exports and transit trade have increased with the closure of the Suez Canal, this development has not compensated for the drop in tourism, banking and construction. Faced with declining revenues, the Government must find additional assistance to finance its development plans, according to the latest Economic Trends Report submitted by the U.S. Embassy in Beirut.

Port traffic up

The volume of transit cargo handled in the Port of Beirut more than doubled during the second half of 1967, compared to the second six months of 1966, as a result of the closure of the Suez Canal. Roughly two-thirds of the rise was due to increased exports of Jordanian phosphates through Beirut, but many European and American goods formerly imported through the Canal are now being carried from Beirut to Saudi Arabia, Kuwait, the Trucial States, Jordan and Iraq by aircraft or truck. There is little congestion in the port except during holidays and after storms.

Although serious, the recession has not yet become alarming. Foreign reserves remain high, the Lebanese pound is stable, and no serious balance of payments deficit appears likely. Unemployment has not increased substantially.

With no prospect for the re-opening of the Canal in sight, manufacturers of these items, as well as those engaged in Lebanon's transport industry, expect this business for at least the next six months.

Manufacturers of building supplies, who are being adversely affected by the construction slowdown, are seeking to expand or obtain export markets. The country's important cement industry has asked the Government for permission to buy fuel oil to be used for export production abroad at the lower free market price so it can compete with Eastern European suppliers in the North African market.

Despite a sharp reduction in capital inflow from the Arab oil states, many well-established banks are improving their deposit levels. Weaker banks are not, and perhaps a score remain dependent on Central Bank advances which they cannot repay. In taking over two banks within the past few months, the Government has indicated its intention to take strong action to rationalize the banking sector. It is evident that there will be still fewer banks at the end of the year.

Want foreign partners

Although they are resisting pressure to merge, many banks are actively seeking foreign participation. Two additional foreign banks recently entered the Beirut market in this fashion and a number of others are considering proposals submitted to them by local banks.

While the reopening of Intra Bank in late December was a psychological boost, it still needs time to complete its reorganization and the formation of the Intra Investment Company.

Credit remains tight, particularly in comparison with the free-wheeling days which preceded Intra Bank's closure in 1966. However, solid firms have not had their lines reduced. Commercial rates have increased about .4% as the banks pass on to borrowers the cost of the new deposit insurance.

Consumer demand for many non-food items is about 20% below prewar levels as a result of reduced disposable income and a greater propensity to save. With a few notable exceptions, there is little new investment in plant and equipment.

Given these slack business conditions, and continuing tight credit, some firms whose finances were shaky before the war have now begun to totter, and there is growing concern about the lack of liquidity

among merchants. Although Lebanese creditors prefer other solutions, it is doubtful if even the extraordinary elasticity of the Lebanese economy will save some firms from bankruptcy.

However, business is not bad for everybody. A few bankers and many Lebanese in industry, transit trade and triangular trade are doing well. And even in retail trade there are some merchants who are selling more than in previous years.

The number of construction permits being issued was 45% fewer in 1967 than in 1966. Sources in the construction industry expect a continuing slowdown in private construction which could only be reversed by a dramatic improvement in the regional political situation. To compensate for this slowdown, they are urging the Government to move forward more rapidly with its development projects.

In the meanwhile most importers of construction materials are cutting back on overseas orders, and contractors and some skilled workers are looking for employment in other Arab countries.

As Europeans and Americans plan their summer vacations, continuing armed clashes and terrorist attacks demonstrate that peace has not returned to the Middle East. With reservations already well below normal because Beirut is no longer on the route to Jerusalem, hotel managers report that cancellations by European and American travel agents follow each major flareup.

Additional cancellations have been attributed to President Johnson's call for Americans to limit their overseas travel. Relatively few non-Arab tourists, it appears, will be coming to Lebanon this summer.

Although a steady stream of businessmen has kept a few hotels well-filled, the occupancy rates of most have now been well below normal (and in a great many cases well below break-even points) for nine months. Another slack summer will mean financial disaster for some owners and disappointing wages for taxi drivers, waiters, travel agents, and others who are dependent on tourism. It will also entail a considerable loss in Lebanon's usual foreign exchange earnings.

ENTRANCE TO LEBANESE MARKET, and to the whole Near East, is the Sample Display Center at the U.S. Embassy in Beirut. Lebanon remains a promising market despite a war-induced slump.

The French Government has offered a loan/credit of 126 million francs to be used for the purchase of French goods and services needed for specified development projects, primarily the Beirut-Marseilles cable.

The American Government has stated the willingness of the Export-Import Bank to consider requests for the financing of American imports up to a total value of $20 million. In addition, the American Government has begun selling Commodity Credit Corporation wheat to the Government of Lebanon on three-year terms which will permit the generation of a modest amount of money for development purposes.

Agreement in principle has been reached with negotiators from the Kuwait Development Fund on a loan of about L. £ 10 million for half the cost of constructing a silo in the Port of Beirut.

The World Bank is considering a request that it finance the foreign exchange costs of the Tabarja Tripoli Highway (about L. £ 50 million) and two irrigation projects. The Lebanese hope to be able to obtain additional financial assistance from Saudi Arabia.

Although no projects have actually been started since the Government published its list of priority projects eight months ago, work on the port silo could begin within the next six months. Preliminary studies are being made on a satellite communications earth station, and legislation has been approved which should expedite the laying of the Beirut-Marseilles cable.

Pending financing and the completion of detailed plans no definite timetable has been established for larger projects, such as the Tabarja-Tripoli highway, which will use large amounts of local supplies and labor.

Fortunately for Lebanon, the firms which are the largest employers have generally been doing well, and there have been no mass layoffs. Production in the state tobacco monopoly and in the textile mills has continued at pre-June levels, although the export subsidy will have to be renewed if production is to continue at this pace in the textile mills. Several of the very large hotels provide catering services which have been doing reasonably well and have permitted them to retain staff which might have become surplus.

Manufacturers of some construction supplies have reduced their work-forces, but this has been done mainly by natural attrition and accelerated retirement. There have been dismissals in many commercial firms and hotels, and there may be more in the months ahead. To date these have not aroused any public or union protest. Employment opportunities for those entering the labor force have certainly become more limited, but as with more seasoned workers, many well-paying jobs are available in Arab oil states.

Imports remain low

With economic activity not expected to make any dramatic improvement until there is a marked lessening of Middle East tensions, Lebanese imports will remain well below the 1966 peak and may not surpass last year's figures. Even if there is a further increase in consumer demand, this will not be reflected in increased imports for some time because many merchants have large inventories.

Ivory Coast opening doors

Country is actively seeking foreign capital and knowhow; U.S. export chances are good

The skeptics among journalists and other recent visitors to Ivory Coast ("the situation here can't be all *that* good") have generally gone away convinced.

The country is receiving, and rightly so, a good press around the world. The local business mood, economic and financial indicators, and the Government's policies all give reason to reaffirm the Embassy's previous estimate that prospects are excellent for continuation of Ivorian prosperity well into the 1970's.

These observations are contained in the latest Economic Trends Report submitted by the U.S. Embassy in Abidjan.

Few countries in tropical Africa seem to be off to so good a start and to have so much promise of sustaining a rapid rate of growth. Per capita income of $210 is one of the highest in tropical Africa. Growth has been continuous since independence in 1960, with gross domestic product having risen over 60%.

Ivory Coast, viewed politically, is Western oriented. Economically it pursues a form of enlightened capitalism, tempered by careful governmental planning and direction.

Rather than resisting foreign influence and, like so many other African countries, trying to go it alone—refusing to use the wheel, as it were, unless it reinvents it—Ivory Coast has opened its doors wide to foreign capital and talent in order to strengthen its economy and the material well-being of its people.

A taste of the material benefits of prosperity is perhaps one of the best grounds for hope of long-term commitment to the policies to which this prosperity is due.

Import demand is expected to be sustained, and there are good opportunities for the U.S. export trade. The United States, Ivory Coast's second client after France, runs a sizeable deficit in its trade with Ivory Coast—$28 million in 1967. The U.S. balance of payments program makes it even more imperative that this imbalance be corrected. On its side the Ivory Coast has indicated interest in broadening its foreign trade and importing more from the United States.

What happens next is in large part up to the U.S. export trade and its skill and diligence in capitalizing on factors enabling it to gain more of the Ivory Coast market.

Quality and price considerations do make some U.S. products, such as air conditioners, heavy tractors and earthmoving equipment, already competitive on the local market.

Careful prospecting of the market, the building up of dynamic dealerships, and more active publicizing of U.S. product lines by local dealers and home offices should stimulate demand for a much broader range of U.S. products, ranging from consumer items such as household goods and appliances to light equipment and materials for industry as well as various raw materials and semi-finished products.

American firms will be asked to bid on equipment for the Bandama hydroelectric project under provisions of the recent Eximbank loan; tenders are expected to be invited by March of 1969. American firms may also have an opportunity to supply equipment for an Ivory Coast satellite ground station.

An obstacle to expanded trade with the U.S. is the Ivorian economy's very decided orientation toward French sources of supply. Almost all of the large import-export houses in Abidjan are French.

A few African trading firms have been established with Ivorian Government encouragement and are eager to deal in American product lines, though they might require more guidance and assistance than the established firms. A number of American companies have had notable success with sales through local French firms.

If anything, competition from France will increase. A French Technical Exposition held in Abidjan in February, grouping exhibits from major French firms and accompanied by a large, high-level delegation from Paris, testified to France's interest in developing its sales still further, not only to Ivory Coast but to other countries of West Africa as well.

Special opportunities

Two special opportunities will be afforded this year to American firms interested in developing sales to Ivory Coast. The American Business Club of Ivory Coast is organizing an "America Week" at the Hotel Ivoire from Nov. 18-24, and U.S. firms are invited to exhibit.

Just prior to this local event the U.S. Trade Mission, having postponed its earlier scheduled visit, will be in Ivory Coast. Product lines to be explored by the Mission include fertilizers, insecticides, agricultural chemicals, consumer goods, industrial construction machinery and equipment, food processing and refrigeration equipment. The Department of Commerce's Trade Missions Division (BIC-926) can supply further details on the mission.

Information about "America Week" may be obtained by writing to the Secretary, American Business Club of the Ivory Coast, B.P. 20740, Abidjan.

The U.S. can also expect increased competition from other quarters. France's Common Market partners appear increasingly restive at not having a larger share of the market in the associated African states. Ivory Coast is attracting more interest now from the Italians, Dutch and Germans, and also hopes to develop trade with Eastern Europe. Trade agreements concluded last year with Poland and Hungary have now been followed by an agreement with Bulgaria. A commercial staff has arrived to augment personnel at the Soviet Embassy in Abidjan.

Union Carbide has beaten out French competition to win Ivorian Government approval to construct a dry cell battery plant here. This will be the first 100%-owned American industrial investment in Ivory Coast. The government hopes that this will prompt other American in-

'Complete freedom'

Ivory Coast has virtually no restrictions on transfer of capital and earnings. The Government has recently given the assurance that "complete freedom of (financial) transfers must remain an axiom of Ivorian economic practice." Indeed, study is to be given to more effective measures for supplementing existing legislation on investment.

As for credit and banking facilities available to the U.S. businessman, American banks—Banker's Trust, First National City Bank, Morgan Guaranty, and Bank of America—have shares in the commercial banks in Abidjan. Chase International Investment Corp. and Lazard Freres New York are shareholders in BIDI (Ivorian Industrial Development Bank).

vestors to investigate investment opportunities in Ivory Coast.

With an eye to more American private investment, the Ivorian authorities have asked for negotiation of a double taxation treaty with the U.S. They have also just published a *Guide to the Investor*, describing local conditions and regulations governing foreign investments.

Judging from local inquiries and visitors, there is a noticeably increasing interest in Ivory Coast on the part of American private investment. Some of the potential investors are interested in the local market or see Ivory Coast as a foothold for sales to other countries as well, particularly the French-speaking countries that are also in the franc area.

Not only does establishing business in Ivory Coast put one behind the EEC preferential wall, but the West African Customs Union, of which Ivory Coast is a member, is another potentially large duty-free market.

Optimism of business and banking circles at business prospects over the short term has been borne out. A bumper coffee crop that could go over the initial forecast of 250,000 tons has pumped more money into the economy and stimulated consumer demand. Early indications suggest as good a coffee crop next year and the likelihood of a bigger cocoa crop that will sustain the buoyancy of the domestic economic scene.

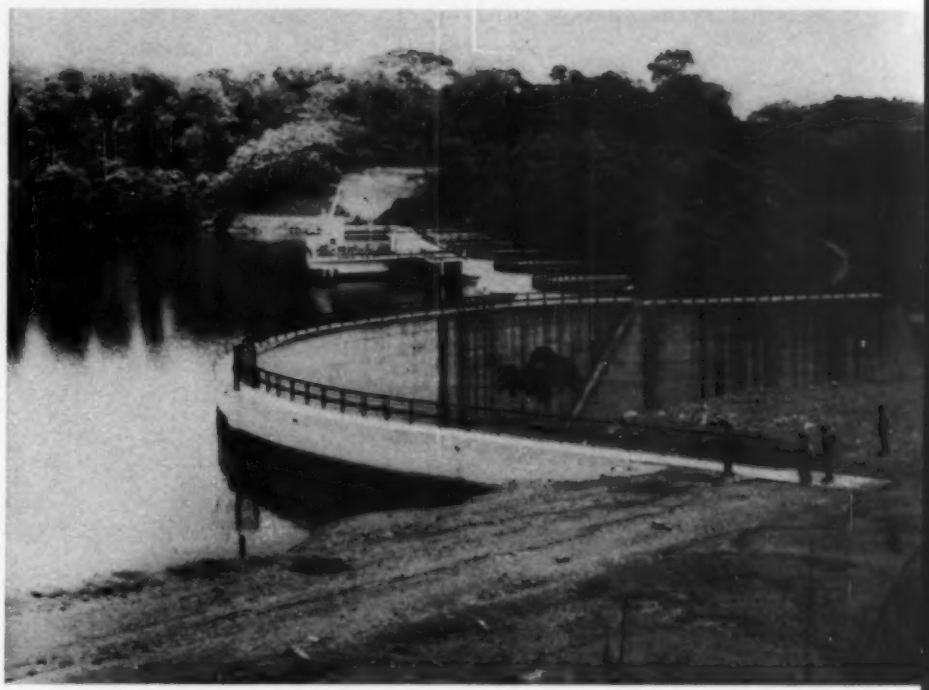
Other indicators mark the upswing in economic activity. Consumption of electrical energy by industrial users is up considerably. Consumption of gasoline increased by 24% in 1967, though diesel oil consumption rose by only 2.6%. Industrial and housing construction, notably in the Abidjan area, proceeds apace.

Business inventories were at normal levels at the end of January, but replenishment orders showed a marked upswing. Short-term credit granted by commercial banks totaled $156 million in December, reflecting the seasonal demand for credit for financing coffee and cocoa trading.

Bigger trade surplus

Ivory Coast continues to show a surplus of exports over imports. Imports rose less (2.2%) than did exports (4.7%) in 1967, with the result that the country's trade surplus of $62 million was 16% higher than in 1966. With the economy in continued expansion, demand for imports can be expected to continue to rise with the growth in exports.

Exports are expected to show a sharp upturn beginning in the early seventies when palm oil and other crops being developed move onto export markets. One question mark for the seventies, however, is the future of timber exports, currently the number two money earner; cuttings are heavy today and little attention is given to reforestation.



IVORY COAST'S POWER CAPACITY will be increased by the Bandama project, on which tenders are expected to be let next March. Above, Bia Dam No. 2, part of growing hydroelectric complex.

At the same time, the meeting of local needs by domestic light industry and expected self-sufficiency in rice production will probably not result in a decline in overall import volume but rather a change in the structure of imports. This is already beginning to be evident, with imports of raw materials and semi-finished products for local industry on the rise. In 1967, for the first time, the Ivory Coast's imports of consumer goods and finished products actually declined.

Official figures for foreign exchange reserves at the end of 1967 did drop back to the 1965 level. However, local monetary authorities regard this with equanimity, viewing it as an inevitable adjustment in payments flows at this stage of Ivorian development. The drain on foreign exchange from imports, loan repayments, and repatriation of earnings from foreign investment in Ivory Coast are expected to be offset by fresh investment capital and increased export earnings.

Indirect tax receipts, especially import levies and export tax revenue, were down considerably in early 1967 but rose with the upswing in business. This made it possible to look ahead with confidence to the 1968 budgets, which were voted, in balance, on Dec. 31: operating budget at $176 million and investment budget at $82 million.

Budgetary conservatism was respected in the operating budget, where the line was held on increases in all areas except the priority sectors of education and public health. By law the fraction of projected increase in public revenue thus saved in the operating budget is earmarked for helping finance $473 million in public investment to which the country is committed in its Development Law-Plan for 1967-70.

This law was succeeded by another voted in January—not yet published—which gives a more detailed breakdown of the public investment projects to be undertaken and the source of financing. Of the $473 million total, financing for some $412 million is assured; the balance of $61 million in projects is optional subject to financing being found.

Development philosophy

The development philosophy which the 1967-70 plan reflects—and which will be pursued into the 1970's—is that which has guided Ivory Coast since independence and which might be summarized as: never bite off more than you can chew; self-finance heavily; and look to foreign capital and talent to help develop not only

the public sector, but especially the private sector.

Overly dependent on coffee and cocoa, the economy is being rapidly diversified. It is and will remain basically agricultural, and the Government has undertaken ambitious programs to branch out into new crops.

With heavy EEC financial assistance, 28,000 hectares of oil palm had been planted by 1966 and a total of 80,000 hectares are planned for 1970. Ivory Coast will be one of Africa's leading producers by 1975. Two processing mills have entered production and several more are planned, to process palm oil mainly for export.

Agricultural diversification, it is hoped, will also aid Ivory Coast in remedying growing pains that are all too familiar to the Western observer—regional imbalance in development and wealth, migration away from the farms to the city, social problems generated by growth of slums and urban unemployment.

Better water supply and electrification of the interior, contributing to the heavy emphasis on development inland, are two of the important side benefits of the $100 million Bandama hydroelectric project to be constructed in the center of the country and for which an Eximbank loan of $36.5 million has been announced. The Bandama project is justified by projected energy needs alone.

Building another plant

A second thermal power plant is under construction in Abidjan because of delay in starting the hydro project, and additional thermal capacity may still be needed to supplement Bandama when its generators begin producing in 1974.

Another major development project on which work has already started this year is construction in the southwest of the seaport of San Pedro at a total cost of some $35 million. Intended to serve primarily as port for export of tropical woods, San Pedro will, the Government hopes, help open up for settlement and farming the still sparsely populated southwest region. A town and airport are planned as well as a road network permitting readier access to the rest of the country.

The skyline of Abidjan is fast changing. The 30-story addition to the Intercontinental-operated Hotel Ivoire is nearing completion. New office buildings continue to rise in the center of this city that is increasingly being called the "Paris of Africa". New factories and housing go up and work proceeds on reclamation from the Ebrié lagoon of additional land for the expanding industrial zone east of the port area.

EEC has advantage

A major impediment to increased Ivorian imports from the U.S. is the preferential tariff treatment Ivory Coast as an associate of the EEC gives to imports from Common Market countries. Lower tariffs would make U.S. products more competitive as well as providing the Ivorian consumer with a broader choice of suppliers and lower prices.

Precisely to encourage more imports from the U.S. the Ivory Coast Government some three years ago took the initiative in promising tariff reductions. We hope that these will finally be forthcoming in the near future.

Port traffic remains heavy and dock facilities are being expanded. A new air terminal is scheduled for completion later this year. Alitalia has just joined Pan Am, KLM, Sabena, and Air Afrique in providing direct air service linking Abidjan and points outside Africa. Negotiations are reportedly in the offing with Lufthansa.

Among new industry construction projects nearing completion or planned are Union Carbide's battery plant, a 60-65,000 ton capacity fertilizer plant, an $8 million cotton wax print plant at Dabou financed by French, Dutch and Ivorian interests; a plant for manufacturing corrugated roofing from imported sheetmetal; and a plant for manufacture of fish sauce.

SOTEXI, a new cotton-print plant financed by French and Japanese interests, has just gone into operation.

Talks continue with an American investor for construction of a new cocoa processing plant. Under study are plans for manufacture of synthetic fabrics, bottles, enamelware, steel from imported scrap. New cold storage facilities are to be constructed at the port.

Upcountry ventures

Upcountry, new plywood and pressed wood manufacture has been developed and expansion of the Gonfreville textile plant at Bouake is planned. An American firm is seriously considering possible development of iron ore deposits in the western part of the country, with a pelleting plant to be constructed at San Pedro.

American and Italian interests are looking into possibilities for production of sanitary ware and ceramics. An earth station for telecommunications by satellite is planned for the Abidjan area by 1970.

Impressive evidence of the diversity of the country's industry and agriculture was provided by the Ivorian Trade Fair held in the beginning of April, with some 110 private firms and government agencies exhibiting.

The Trade Fair was the culmination of the "Buy Ivorian" campaign of past months. How effective this campaign and the Trade Fair will have been in stimulating demand for local products in preference to imports remains to be seen.

Foreign capital is largely responsible for Ivorian industrial development to date. The Government wants even more private foreign capital in the future.

A total of some $400 million in private investment needs are forecast between now and 1970, or an increase of about 30% over the rate of investment in previous years. Of this, about $160 million is sought for new industry. Preliminary forecasts just released by the Plan Ministry call for $600 million in private investment for the period 1970-75, of which $170 million would be for new industry. A rate of industrial growth of about 12% is forecast for that period.

Thus far emphasis has been on what Plan Minister Diawara has called the "first generation" of Ivorian industry, aimed at substitution for imports. The "second generation" will be for processing of locally produced materials and agricultural products as well as for developing new product lines both for home consumption and export.

Will become selective

As the industrial sector of the country becomes more developed, however, the Government can be expected to be more selective in approval of new foreign investment and more restrictive in granting tax advantages and other privileges that have served to attract much new industry.

There is no shortage of unskilled labor, though skilled labor is not in plentiful supply and on-the-job training is often necessary. Wage levels are stable: minimum wage for unskilled labor is 17¢ an hour and for skilled laborers ranges from 98¢ to $1.17 per hour. Strikes are virtually non-existent and labor stability is expected to continue.

Rising prices, notably in the Abidjan area, mean lower purchasing power from unchanged wages, however, and the Government has given some evidence of trying to hold the line against rising prices. Most prices, with the exception of agricultural prices to the producer, were frozen last December by governmental decree. How effective this will prove and whether the Government is prepared to take other measures remain to be seen.

Emphasize personal sales contacts at conference on Tropical Africa

Meeting at Lincoln University hears Ghana Ambassador; U.S. executives point to unique nature of new markets

By WILLIAM J. BUSHWALLER
Africa Division, BIC

Africa is a brand-conscious, quality-conscious market that demands personal contact by U.S. traders and an acceptance by them of the Africanization now occurring throughout the continent.

Businessmen from the Pennsylvania, Delaware and New York areas, African Government representatives, and U.S. Government officials developed these points at a recent conference at Lincoln University, Oxford, Pa., a school that has 100 students from Africa and is offering courses in international trade and investment.

Bernard Blankenheimer, director of the Commerce Department's Africa Division, spoke on the techniques of doing business in Africa, and the problems and needs which change has brought about on the continent. He emphasized the necessity for understanding the role of government in the developing African economies, and that American foreign traders and investors must accept Africanization and seek direct contact with Africans.

To do business in Africa, according to Blankenheimer, one must know the market, understand the economic and social changes which are taking place, and go out and see for oneself the business opportunities.

Scott viewpoint

In a panel discussion, John C. Moseley of the Scott Paper Co., Philadelphia, characterized the African market as "tremendous," with "infinite potential." He stressed the point that most Africans are quality-conscious and like a direct approach.

Packaging, key distribution arrangements, and attention to the multi-language factor in Africa were other points which he brought to the businessmen's attention. Advertising media used by his company in Africa have included television, sound trucks, contests, motion pictures, and printed matter. Moseley urged the American exporter not to be easily discouraged in selling to the French-speaking African countries, citing that last month, after five years of perseverance, he had received his first order from one of these countries.

Robert V. Youker, president of Planalog, Inc. of Philadelphia, reemphasized that the African consumer is both brand-conscious and quality-conscious in his buying and, for an example of the expanding market potential, he referred to the 9% annual growth rate in the city of Lagos, Nigeria. He, too, felt it was essential to have someone on the scene over a period of time to successfully enter the African market.

Youker referred to sources of assistance for U.S. exporters, including the U.S. Department of Commerce, American shipping companies, freight forwarders, and local African Government offices.

C. M. Hinsley, of Hercules, Inc., Wilmington, Del., outlined the experiences of his company on the African continent in the field of agricultural chemicals.

Envoy's suggestions

Ambassador E. M. Debrah of Ghana, one of the key speakers, suggested that smaller and less formal meetings of this nature help to focus attention on Africa's peculiar problems and arrive at a meeting of the minds which could not be achieved at larger conferences.

Referring to the problems confronting the newly independent countries, Ambassador Debrah noted that "Africa was granted its independence with a Pandora's box of economic woes which she is now trying with great courage to overcome. Progress has been slow but, in the circumstances of Africa's past, remarkable."

He spoke in particular of the progress now being made in Ghana, and the many American companies which are already doing a successful and sound business in that country. The Ambassador reviewed the incentives offered to foreign investors by Ghana and many other African countries, and invited additional American private investment in his country.

He also called for increased economic assistance for all of Africa in terms of a "Marshall Plan" for that continent; commodity agreements, particularly for cocoa; joint government-foreign private ownership of industries; the development of human resources; and the need for increased food production.

Samuel Z. Westerfield, Jr., Deputy Assistant Secretary of State, Bureau of African Affairs, outlined U.S. economic policies toward Africa. He emphasized that private investment, aid, increased trade, and commodity agreements were essential for continued economic development of the African continent. Westerfield cited the shelf of many feasibility studies concerning individual African countries available to prospective American investors through the Agency for International Development.

Continental moves

Westerfield also reviewed a proposed Common Market for Africa, special preferences granted by the francophone countries, U.S. concern regarding the Yaounde Convention, the need for generalized preferences which would include developing countries outside of Africa, and the obstacles being encountered in concluding a successful cocoa agreement.

Edward Chick, Vice President for Africa of the Farrell Lines, compared many of the problem in Africa today to those which faced Latin America in the twenties and early thirties.

Focusing on the political tranquility in most areas of the continent, he noted the mutually advantageous business relationships which already exist and which could be expanded between the United States and the countries of Africa.

Africa today, according to Chick, is a changed market, ripe for legitimate business, where the time has passed when one can trade for beads. One of the most important points which he raised, and which was also raised by a number of other participants, is that an exporter must go to Africa and study the markets for himself if he expects to do business there. Speaking as a shipping man, Chick summed up his view of the African market, "Come on in, the water's fine."

Specialists speak

Area specialists of the Africa Division of the U.S. Department of Commerce, James Ashida, Maureen Smith, Susan Park, and Douglas Carroll, spoke on the economic developments and trade opportunities in their countries of responsibility.

The conference was sponsored by Lincoln University, the Delaware State Chamber of Commerce, the World Trade Council of the York (Pa.) Area Chamber of Commerce, and the Philadelphia Regional Export Expansion Council, in cooperation with the U.S. Department of Commerce.

Francis A. Lewis, vice president of the Insurance Co. of North America, was chairman.

Foreign Government Actions

New five-year plan spending in Morocco set at $998 million

About half is for agriculture; goal, 5% growth rate by 1973

Morocco's new five-year (1968-72) development plan will concentrate on agriculture, agriculture-related industry, mineral resources and tourism, and on advancement of the country's human resources through health, education and technical training programs. The plan, which calls for expenditures of $998 million over the five-year period, aims to achieve an annual growth rate of 5% by 1973.

About 40% of total planned expenditures will be provided through foreign assistance, including both World Bank loans and bilateral aid. Major contributors in recent years have been the United States, the Federal Republic of Germany, Italy, Belgium, Kuwait, and the USSR.

Agriculture, including irrigation projects and construction of dams, will receive almost half of the planned expenditures, $460 million. Other major areas are industrial development, including food processing industries, tourism and mining.

Implementation of the new plan will create increased demand for a variety of imported products. Among such categories may be agricultural machinery, tools for the maintenance of such machinery, irrigation equipment, fertilizers, high-yield varieties of seeds, food-processing machinery, tinplate and containers, machines for fabricating containers, tanning and dyeing chemicals, building materials and office machinery and equipment.

Specific categories, with expenditures in millions of dollars, include: agriculture, $307; dams, $153; mining, $59; education, $58; industry, $57; electric power production, $40; tourism, $34; highways, $31; railroads, $30; telecommunications, $27; ports, $24; Promotion Nationale project, $22; public health, $20; and airports, $18. Other general expenditures, including debt servicing, total $118 million.

Peru sets import regulations on some assembled vehicles

The Peruvian Government has announced that, as of June 1, 1968, imports of assembled automobiles and station wagons will require four copies of the commercial invoice issued by the manufacturer or exporter, together with certification by the local chamber of commerce.

Legalization of the invoices by the Peruvian consul at the port of embarkation will be required as well.

These changes should be noted in OBR 67-93, *Foreign Trade Regulations of Peru.*

India gets $533,000 loan for thermal insulation plant

A Cooley loan equivalent to $533,000 has been granted to Pibco Ltd. of India to help finance establishment of a thermal insulation plant at Durgapur, West Bengal. Pibco is a joint venture of Indian interests and Johns-Manville India Ltd., a subsidiary of Johns-Manville of New York.

Industrial development in India has led to an increasing demand for thermal insulation materials, and production from the Durgapur plant is expected to save the country about $4 million in foreign exchange over the next five years.

Yugoslavia gets World Bank loan

A $50 million World Bank loan will help Yugoslavia complete construction of the last major link in its railway network, the section running nearly 300 miles from Belgrade, the capital, to Bar on the southern Adriatic coast.

This will be the World Bank's third loan for Yugoslavia's railroads.

The new railroad will be a single track, standard gauge electrified line. It is expected to reduce transport costs, thereby generating additional traffic, and in some places will provide transportation where none was available previously. Completion of construction is scheduled for 1972 at a total estimated cost equivalent of $211 million.

Automotive industry in South Africa has second best year

The South African motor vehicle industry turned in the second best performance in its history in 1967. Sales of both new cars and commercial vehicles totaled 193,781 units, compared to the record 1964 tally of 195,991.

Early 1967 predictions for an even better year were frustrated by an extensive tight-money policy adopted by the Government as an anti-inflationary device. Consequently, total sales of automobiles amounted to 139,202 vehicles, only 126 units more than were sold in 1966, and 6,000 less than had been originally anticipated.

Commercial vehicle sales, on the other hand, amounted to 54,579 units, almost 2,000 more than the previous record set in 1964. This impressive performance came about despite the tight money conditions, largely because of increased purchases of commercial vehicles by the Government, and a stepped-up demand for farm vehicles by the agricultural sector.

The outlook for 1968 is one of cautious optimism, with predictions of commercial vehicle sales generally pegged at 55,000 units and automobile sales at 142,000 units. However, this prediction is based on the assumption that the Government relaxes credit restrictions, an assumption subject to considerable uncertainty at the present time.

General Motors and Ford retained their leading sales positions, with 22% and 21% of the market, respectively; Chrysler had the fourth-largest market share with just over 10% of the total. However, both General Motors' and Ford's share dropped slightly from the 1966 level, while Chrysler increased by almost 1%.

South Africa continues to offer substantial inducements to autmobile manufacturers which use 45% South African components by weight, and which undertake to raise this to 55% within a specified period. In 1967 Ford's Cortina and Corsair, and General Motors' Vauxhall and Opel attained this local-content target.

U. S. Government Actions

German firm, U.S. businessmen denied U.S. export rights

Tried to ship strategic items without required export documents

A German dealer in electronics equipment, who attempted to export strategic items without the necessary license and other export documents, and two U.S. businessmen have been denied all U.S. export privileges until further notice.

The individuals are Diethard Prosdorf, also known as Peter Prosdorf, of Munich, Germany; Napoleon W. Krassowsky, also known as Werner Miller, of Elmhurst, Queens, N.Y., and Richard G. Terker, of Scarsdale, N.Y.

The Commerce Department's Bureau of International Commerce (BIC), and the U.S. Customs Service developed evidence after Prosdorf had presented for export as excess baggage two trunks containing oscilloscopes and other strategic equipment valued at almost $9,000.

Prosdorf had paid excess baggage charges of $672. The required export license had not been obtained and a shipper's export declaration was not presented. The equipment was seized by Customs agents.

Subsequently, Prosdorf, Krassowsky (Miller) and Terker were indicted in U.S. District Court for the Eastern District of New York on charges of attempted illegal exportation and conspiracy. The charges are pending and the defendants have been released on bond.

Under the denial order issued by BIC, the parties charged are denied all privileges of participating in any manner in any export transaction involving U.S. commodities or technical data. The order also is applicable to the agents and employees of the parties and to firms they control.

BIC made findings that Prosdorf controls the firms Electronic Handelsgesellschaft m.b.H., and Fima Finanzmanagement G.m.b.H., both of Munich; that Krassowsky and Terker control Werner Miller Research Associates, Inc., of Scarsdale, and that Terker controls R.G.T. Corporation, also of Scarsdale. These firms are included in the order.

U.S. Tariff Commission reports on quantitative import restrictions, dairy items

The U.S. Tariff Commission has released a report on quantitative import restrictions of the United States. The report presents information on the background and present status of quantitative import restrictions maintained by the United States and comments on their economic significance.

The 139-page study includes the embargoes, absolute quotas, and tariff-rate quota provisions for restricting imports that were in effect on July 1, 1967, as well as a description of Government administration of the restrictions.

The report also includes a summary of U.S. obligations under the General Agreement on Tariffs and Trade (GATT) with regard to quantitative import restrictions.

The Tariff Commission has also released a report of its investigation of competitive conditions in the United States between dairy products produced domestically and in foreign countries.

The report, which covers virtually all dairy products, contains information on the domestic dairy situation, federal programs, U.S. consumption, production, imports and import restrictions, exports, and foreign production and trade. The Commission's investigation was authorized by the House Ways and Means Committee.

A limited number of copies of the reports, are available from: the Secretary, U.S. Tariff Commission, 8th and E Sts., NW., Washington, D.C. 20436.

Eximbank announces rates on new discount notes

The Export-Import Bank of the United States has announced rates on its new short term discount promissory notes. The rates, which vary with the maturity of the notes, are as follows:

Maturity Range: 30-59 days, 5.40%; 60-89 days, 5.55%; 90-179 days, 5.70%; 180-270 days, 5.65%; 271-360 days, 5.60%.

The Eximbank notes are marketed and distributed by the following firms, all of New York: Lehman Commercial Paper Inc.; Salomon Brothers & Hutzler; Goldman, Sachs & Co. and A. G. Becker.

Eximbank will not make direct sales. Inquiries concerning the new notes should be addressed to any of the firms above.

Pemex of Mexico has Eximbank credit

American petroleum refining equipment will be purchased

Petroleos Mexicana (Pemex), the government agency responsible for all petroleum activities in Mexico, and the Eximbank have signed agreements establishing a $13.6 million Alliance for Progress credit in favor of the Mexican agency.

The new credit will help finance purchases of American equipment and services needed for a hydrocracking unit and a sulphur recovery unit, both to be installed at Salamanca, some 160 miles northwest of Mexico City.

Total cost, including local costs of $11.3 million equivalent, is estimated at $27,235,000. To complete the financing of the U.S. purchases, Pemex will make cash payments totalling $2.3 million.

The new units will help Pemex in meeting anticipated demand for refined petroleum products. Contracts for equipment and services to be financed by the Eximbank loan will be negotiated by Pemex.

Eximbank finances 125th sale of U.S. aircraft overseas in $25 million Air India loan

The Eximbank has financed its 125th overseas sale of U.S. aircraft, through a recent $25 million loan to Air India. The new credit brings to $1.5 billion the total of Eximbank financing for aircraft sales.

These aircraft have had a total contract value of over $2.6 billion. Of these totals, 90 credits aggregating $1.2 billion have been authorized to finance exports of jet airliners. These figures relate only to commercial aircraft and do not include exports of executive, agricultural, private, or military aircraft assisted by Eximbank facilities.

Air India, operator of India's national flag airline, will use the loan to help finance the purchase of two Boeing 747 jet airliners.

The contract price of the transaction is $60 mililon. In addition to the Eximbank financing, a U.S. commercial bank group will lend $32.2 million. The Boeing Company will lend $2.8 million.

U.S. licensees sought by five foreign manufacturers for varied products

Range of goods includes paper sacks and bags, chemicals, louvred windows, air conditioning units and plastic model building set

Manufacturers in West Germany, France, New Zealand, Great Britain and Switzerland are seeking U.S. licensees to produce and distribute their products for the U.S. market.

Products offered are paper sacks and bags, chemical products to be used as metal protective coatings and refining agent, louvred windows, electric off-peak heater-air conditioning units, and a plastic building set.

For additional details and the name and address of the firm, **write** the Office of International Investment, code 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity listed below.

• A W. German manufacturer of paper sacks and bags is seeking a U.S. licensee to produce and distribute its products.

The products of this firm are mainly sold to the chemical industries, cement, potash and salt companies, food manufacturers, fodder producers and agricultural organizations.

The firm, which also has considerable interest in a W. German plastic bag company, is interested in a cross licensing arrangement. **File 1590.**

• A French manufacturer is seeking a U.S. licensee to produce chemical products (ALSIL and ISOTAC) to be used as protective coatings for ingot mould bottoms, as well as a chemical product (DESUDO) used as a refining agent in steel moldings. Alsil and Desudo are covered by U.S. patents. **File 1591.**

• A British manufacturer of electric heaters is seeking a U.S. licensee to produce and disseminate its products.

These heaters, which are patented in the U.S. and in other countries, are unique in that they heat and disseminate warmed air during off-peak hours, while simultaneously heating and storing heat for dissemination during peak hours.

The heater consists of a high density ceramic block with high specific heat and gravity. When starting from cold the block element and one of the direct elements of 750 watts comes into operation so that the unit gives off heat immediately. When the block comes up to its necessary temperature, which is in roughly 4 to 5 hours, with approximately 15 kw hours stored, a double contact thermostat cuts the current off from the block and brings in the second 750 watt direct element, so that 1500 watts is being emitted into the room by these two direct elements. When the room is up to temperature, the room thermostat, mounted on the heater, cuts off the two direct elements and comes in and out with the variance of room temperature.

There are three standard models of this heater, all designed to prevent overheating. The larger units furnish air-conditioning during summer months on a cool-air-storage, off-peak operation principle, and development of the smaller models for use as air-conditioning units is being performed. **File 1592.**

• A New Zealand company is seeking a U.S. licensee to produce its thermoseal louvred windows.

These windows have aluminum sills and special facings features. They can be mounted vertically or horizontally, with the double glazing rendering insulation value. The windows are designed to prevent burglary, even when partly open, and when closed are soundproof.

The principle usage of the windows is in high rise buildings, hospitals, motels, hotels, schools, shop fronts, and for industrial buildings. The windows can also be used as office partitions. **File 1593.**

• A Swiss manufacturer of plastic articles desires to license a U.S. firm to manufacture a plastic building set; and is interested in being a licensee for a U.S. firm for the manufacture of plastic or light metal consumer goods, housewares and toys. It markets its own products in 50 countries.

The building set which the manufacturer is offering consists of seven basic cubes and parts made of unbreakable ABS material so designed that they can be connected with one another for the construction of model houses, vehicles, animals, trees and other toys of different shapes and sizes.

The firm has applied for patent rights on this set in the industrialized countries of the world. **File 1548-R.**

Belgian firm wants to make water purification equipment

A manufacturer of pressure vessels, heat exchangers and tanks for the oil, gas, chemical and nuclear industries seeks licenses from U.S. firms.

The Belgian company is interested in the production of water purification, desalting and softening equipment; effluents treating apparatus and gas treatment machinery. It also wants to make equipment for the pharmaceutical industry. The Belgian firm fabricates its products from stainless steel, heat resisting steel, titanium, nickel alloys and other metals.

Write: Toleries Goutoises S.A., Drongen, Belgium, Attn: Mr. G. Hubin, President. WTD.

Investment Assistance

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations published in the Federal Register for Jan. 3, as amended.

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. A (*) following the name of the foreign firm indicates that additional information is available from the above address.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

U.S. ties sought by Italian producers

Two Italian firms, one in the textile industry and the other in the industrial machinery field, seek to expand their operations through licensing arrangements with U.S. firms.

• A manufacturer of equipment and machinery for pulp and paper mills, steel mills, chemical plants and food processing facilities seeks licenses to make additional machinery in the medium to heavy range.

The Italian firm's foundry produces a wide range of high strength iron castings and has a total capacity of 1,300 tons per month. The company also operates machine, fabrication and erection shops. It employs about 1,100.

Write: Beloit Italia, S.p.A., Pinerolo (TO), Italy. WTD.

• A Milan manufacturer of chemical products for the textile industry seeks a licensing arrangement with a U.S. firm.

The Italian concern is interested in the production of textile processing and finishing agents; thermoplastics and thermosetting compositions in solutions, emulsions, pastes and powders for the paper, textile and leather industries; radioactive agents for the chemical industry; and specialty chemicals used in the manufacture of plastic products.

Write: Mr. Leonardo Donini, Pagani & Co., S.p.A., Via G. Labus 15, 20147 Milan, Italy. WTD.

German producers want U.S. licenses to broaden lines

Four German firms seek to broaden their lines through U.S. licensing or similar arrangements with U.S. companies. Their particular interests are described herewith.

• A manufacturer of machinery for the textile, chemical, plastic and paper industries seeks licenses to produce newly developed types of combined cooling and drying machines.

The German firm operates a plant equipped with modern machinery.

Write: Hechtenberg Maschinenfabrik, Postfach 276, 5160 Dueren/Rhld, Duesseldorf, Germany. WTD.

• A manufacturer and distributor of machinery for the chemical, ceramic, electric cable and wire rope industries seeks licenses from U.S. firms.

The German company wants to make processing machinery and equipment for the chemical and ceramic industries. It is reportedly well established on EEC and EFTA markets.

Write: Soest - Forrum Apparatebau GmbH, 131 Hansaallee, 4 Duesseldorf-Oberkassel, Germany. WTD.

• A manufacturer and distributor of silk screen circuit printing machines and printing inks seeks a licensing agreement with a U.S. firm.

The German company is interested in the production of newly developed types of silk screen printing machines for use in the electronics industry.

Write: Siebdruckgeraete von Holzschuher KG, 33 In der Fleute, Postfach 8, 56 Wuppertal-Langerfeld, Germany. WTD.

• A prominent German manufacturer of high quality hand tools for the automobile and aircraft industries seeks a license to produce such hand tools as spanners, pliers and screw drivers.

Established in 1884, the firm reports annual sales of approximately $7.5 million and has about 700 employees.

Write: Belzer-Werk, 4-8 Haslenerstrasse, 56 Wuppertal-Cronenberg, Germany. WTD.

Australian firm seeks license to make control equipment

A Melbourne producer of water and fluid meters wishes to expand its product line through licensing agreements with U.S. firms.

The firm is interested in the manufacture of household type gas meters; gas pressure regulators; special fluid meters, including batching meters for the chemical, food and petroleum industries; valves and stop cocks; pumps; pipe couplings for steam, air and water; and hydraulic fittings and couplings.

Write: Davies Shephard Pty. Ltd., 34 Clarke St., S. Melbourne, Victoria 3205, Australia. Attn: Mr. E. G. Day, Gen. Mgr. WTD.

U.S. licenses sought by British companies

Two British industrial firms seek U.S. licenses. Production rights are wanted for the manufacture of industrial equipment and natural gas products.

U.S. firms interested in getting further details about the offers presented below should correspond directly with the British firms.

• A well established and reputable British manufacturer of blast furnaces and coke ovens seeks a license from a U.S. firm to produce industrial natural gas products.

Items of special interest include large control valves, governor equipment and reciprocating compressors.

Write: Newton Chambers Engineering Ltd., Thorncliffe, Sheffield, Yorkshire, England. WTD.

• A British producer of pressure vessels, marine propellant units, oily water separators and sintering grates seeks a license to manufacture other plate and structural steel products compatible with its technological and production capabilities.

Established in 1910, the London firm has 90 employees and is prepared to expand its technical and sales resources.

Write: British Arc Welding Company Ltd., Beckton Road, London, E. 6, England. WTD.

Yugoslav firm seeks venture to produce corn products

A vertically integrated Yugoslav industrial-agricultural producer, seeks a partner in a joint venture for the processing of corn and the manufacture of such corn products as corn oil, corn flakes, corn chips and other items. Half of the firm's annual production of 160,000 metric tons would be allocated for the venture.

The U.S. partner would be offered up to 49% equity with management participation and asked to contribute equipment and technical know-how. He would also be asked to assume the responsibilities for feasibility and market research.

Write: Agroservis Foreign Trade Enterprise, Vojvode Misica 2/1, Novi Sad, Yugoslavia, Attention Mr. Vladimir Kuzmanchev.

Swedish firm seeks to broaden activity

Interests are do-it-yourself type products, bathroom fixtures

A large manufacturer of linoleum and plastic floor and wall coverings, plastic profiles, and corrugated plastic siding and roofing seeks licenses from U.S. companies.

The Swedish firm's range of interests include wall and floor coverings including do-it-yourself types of products; sidings; bathroom fixtures in non-conventional materials; builder's hardware, except nails and similar products; windows and doors; and products manufactured by thermo-forming plain plastic sheets such as furniture, boats, signs and containers.

The Swedish firm is associated with several other European concerns and the group markets its products in Germany, Italy, Sweden, France and numerous other countries.

Write: Forshaga AB, Box 172 Goteborg, Sweden. WTD.

License for building materials sought by German producer

A large and well established German producer of concrete roofing materials, concrete pipes and tubes and prefabricated parts for sewage treatment plants wants a license to manufacture new construction materials for buildings and subterranean construction. Primarily, the firm is interested in new roofing materials and prefabricated concrete products.

The Frankfurt firm, established in 1954, has 1,400 employees in 17 plants and reports annual sales of approximately $22.5 million.

Write: Braas & Company, GmbH, 56 Freidrich-Ebert-Anlage, 6 Frankfurt/Main 96, Frankfurt, Germany. WTD.

British firm seeks license to make recording equipment

A London firm specializing in the assembly, marketing and distribution of technical products made principally in the U.S. seeks licenses.

The British company wants to manufacture video-tape recording apparatus, newly developed equipment in the electro-medical field and domestic appliance control systems.

The firm already has agency agreements with U.S. producers of silver recovery and water softening equipment.

Write: Bentley, Mercett Industrial Ltd., Raleigh House, 1-7 Westbury Avenue, London, N.22, England. WTD.

License sought by Dutch manufacturer of steel castings

A large manufacturer of steel castings, condensers, turbines and diesel engines seeks a license to produce multi-opening hot presses and auxiliary equipment, used in the manufacture of hardboard and softboard, with or without plastic lamination.

The Dutch company has approximately 5,000 employees and is a member of a group of firms engaged in the manufacture of machinery and associated products.

Write: Koninklijke Machinefabriek Gebr. Stork & Co. N.V., 1 Industriestraat, Hengelo, The Netherlands. WTD.

Scottish firm wants license to make related products

A Scottish manufacturer of mining machinery, electric locomotives, presses, and equipment for ships seeks licenses to produce related products that would harmonize with its present production facilities.

The firm states it has supplied precision machined products to U.S. companies and is capable of manufacturing to U.S. standards.

Write: Logan Engineering Ltd., Gray St. Works, Lochee, Dundee, Scotland. WTD.

Deep sea fishing venture requested by Singapore

A well established Malaysian entrepreneur in the food and drug line and U.S. agent for allied products is interested in a deep sea fishing joint venture. Interested firms **write:** S. R. Parker, Cold Storage (Malaysia) Ltd., Empire Dock, P.O. Box 598, Singapore. WTD.

Ecuadorian seeks license to assemble television sets

A prominent Quito businessman seeks a license or joint venture to assemble television receiving sets in Ecuador. The U.S. company would provide the technical know-how.

Write: Mr. Antonio Granda C., Calle Mejia 453, P.O. Box 2237, Quito.

Two Australian firms seek U.S. lisensing arrangements

Two Australian firms propose to make products under U.S. licenses. One wants to produce sewage treatment equipment, and one seeks to manufacture plastic products.

- A large engineering firm and manufacturer of heating, electrical and materials handling equipment seeks a license to produce sewage treatment equipment. The Australian company employs approximately 250.

Write: Mr. Alex S. Rennie, McNamee Industries Pty. Ltd., Hope St., Ermington, N.S.W. 2115, Sydney, Australia. WTD.

- A manufacturer of such plastic products as nylon hinges, carpenter rules, door slides and polystyrene ceiling tiles seeks to produce additional plastic items under license.

The Australian firm is equipped to handle the majority of plastic moulding operations and the production of packaging materials in polystyrene.

Write: Mr. Frank E. Rule, Official Representative, New South Wales Centre, Suite 1301, 680 Fifth Avenue, New York, N.Y. 10019.

Mexican pharmaceutical firm seeks license to expand line

A small Mexican pharmaceutical manufacturer seeks to broaden its present product line through a licensing agreement or joint venture with a U.S. firm.

The firm currently manufactures vitamins, hormones and hemostatics.

Write: P-156, Office of International Investment, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230. WTD.

Israeli firm seeks licenses to make construction items

A large manufacturer of metalworking equipment, concrete mixers, and cranes seeks licenses to produce cranes, other construction equipment and general machinery for the chemical industry.

The company reportedly has carried out major projects for the Israeli Ministry of Defense, the Dead Sea Works, and private concerns.

Write: Mifalei Matehet Negev (Negev Metal Works Ltd.), Beersheba, P.O. Box 58, Israel. WTD.

World Trade Opportunities

Laos invites bidders for hydroelectric project

Generators and other equipment sought from some countries

The Laotian National Mekong Committee of the Royal Government of Laos has announced their needs for equipment contracts for the Nan Mgum hydroelectric project.

Tenders are invited from Australia, Canada, Denmark, France, Japan, Laos, Netherlands, New Zealand, Thailand, and U.S. for the following works:

A. Generating Equipment and Auxiliaries—The design, manufacture, testing before shipment, transport to site, erection and testing on completion and commissioning of the following equipment: two 15,500 kw Francis type hydraulic turbines with a rated head of about 30 meters and associated equipment; two 17,500 kva alternating current generators and associated equipment. Two 17,500 kva, 11/115kv, three-phase transformers and two 750 kva station service transformers; switchgear equipment and control equipment; overhead travelling crane, diesel engine generator set, batteries; miscellaneous electrical materials such as conductors, insulators, outdoor steel structures.

B. Gates, Penstocks and Trashracks—The design, manufacture, testing before shipment, transport to site, erection and testing on completion and commissioning of the following equipment: guide frames for spillway radial gates (four gate-openings, clear span 12.5m x height 10m); intake trashracks and mechanical rake; intake gates (two gates, each clear span 3.5m x height 3.6m), guide frames, hoists with supporting structures; tailrace gates (two gates, each clear span 5m x height 5m), guide frames, gantry crane; Penstocks and bulkheads (two penstock lines diameter 3.4m and three penstock lines diameter 6m ending part way and provided with bulkhead).

Tender will only be received from firms of the nationality of the above countries.

The work is financed by the Nam Ngum Development Fund which is administered by the International Bank for Reconstruction and Development, and the expenditures involved in the work are limited in the territories of Australia, Canada, Denmark, France, Japan, Laos, Netherlands, New Zealand, Thailand, and U.S.A.

Tenders must be submitted for each of the above works taken separately. Any tenderer may also submit an offer to carry out both works taken together.

Instructions to Tenderers and other related documents in respect of each of the above works will be available at the Tokyo Office of Nippon Koei Co., Ltd., 1-11, 2-chome, Uchisaiwaicho, Chiyoda-ku, Tokyo, Japan from May 1, at the price of U.S.$100.00 and U.S. $60.00 or equivalent per each set of the above part A and B respectively.

Closing date of tender is July 15, and the intended completion date is approximately December 1971.

Greece announces tenders for communication equipment

The Ministry of Commerce, State Purchases Directorate A, has issued Tender No. 211/68, for The Supply of HF and VHF Mobile Transceivers and Base Stations. Bid deadline is May 27.

Bid should offer thirty-five VHF FM-30 watt transceivers, thirty- two HF FM 30 watt transceivers, two HF 100 watt base stations, and one remote control console.

Copies of tender announcement and specifications are available from the Ministry of Commerce, State Purchases Directorate A, 50 Socratous St. Athens, or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: Code 202-967-4038.

Libya announces bids for civil works projects

The Government of Libya invites bids on the construction of road work, passageways, parking lots, and public utilities at the Sports City, Benghazi (Tenders 1086 and 1087).

Bid deadline is June 3.

Copies of the tender announcement are available from the Building Materials and Construction Industries, BDSA-564, Room 4014, U. S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-3602.

Iran invites bids on supply of communication equipment

The Iranian State Railways, Tehran, Iran, has issued Tender No. 1051/46, for The Supply of Communications Equipment.

Bid deadline is June 12.

Bid should offer twenty VHF walkie-talkies with 500 MW output, and have two channel capacity, two battery chargers and ten spare batteries.

Copies of tender announcement and specifications are available from the Iranian State Railways, Tehran, Iran or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-4038.

Peru to build hydroelectric center

The Peruvian Ministerio de Fomento y Obras Publicas, Direccion de Electricidad, a government agency, wants bids for the construction, provision of equipment, and partial financing of the first step of the 4,800 KVA Hydroelectric Center, Rio Blanco, Department of Huanuco.

Bid deadline is August 5.

The project is expected to cost 83,530,000 soles ($2,155,000).

Tender documents may be obtained for 3,000 soles ($77.52) per set from: Inspectoria General de Industria Electrica, Washington 1894. Correspondence is preferred in Spanish. Of. 707-7° Piso, Lima, Peru.

Prequalification bids sought by Yugoslavia to construct bridges

Prospective bidders are asked to submit their qualifications to construct two steel bridges on the Kolasin subsection of the Mojkovac-Matesevo Section and one steel bridge on the Bratonozici subsection of the Matesevo-Titograd Section of the Belgrade-Bar Railway Line. Construction is to begin not later than October 1, and is to be completed by December 31, 1971.

Prequalification applications must be submitted to the Railway Transport Enterprise, Titograd, Cemovsko Polje, Titograd, not later than May 28.

Copies of prequalification instructions may be obtained from the Building Materials and Construction Industries Division, BDSA-564, Room 4014, U.S. Department of Commerce, Washington, D.C. 20230. Telephone 202-967-3602. A set of project documents (which include drawings) is available for review from the above office.

Tunisia seeks bidders for thermal power station

Firms interested in bidding on equipment for an oil fired thermal power plant to consist of two 27.5 megawatt steam turbine generators are requested to contact Societe Tunisienne de l'Electricite et du Gaz (STEG), 38 rue Kemal Ataturk, Tunis, Tunisia. Correspondence in French is requested. The plant will be constructed near Gabes.

Bid documents are expected to be available in June for the turbines and generators, condensing, superheaters, gas removal and recuperating units and related piping, accessories and spares.

Bids for boilers, heaters, economizers, ventilators, heavy fuel conditioning and related equipment will follow soon after the first set of bids. In 1969, bids will be issued for overhead cranes, compressors, water treatment, refrigeration, fuel tanks, shop and lab equipment.

Malaysia invites tenders for satellite earth station

The Telecommunications Department, Jalan Bukit Nanas, Kuala Lumpur, is requesting bids for the supply, installation and testing of a satellite earth station and standby power plant. Bid deadline July 8.

Interested firms should register with the Telecommunications Department.

Tender documents may be purchased from the Telecommunications Department for approximately $100. However, a copy is available on a short term basis to firms located in the U.S. from the Communications Industries Division, BDSA-654, Department of Commerce, Washington, D.C. 20230.

World Trade Opportunities Continued to page 43

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodtiy classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financia reputaton, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

131 Crude petroleum and natural gas

● **ARGENTINA**—The Argentine Bureau of Energy and Fuel is making a call for bids for the granting of exploration permits of the Rio Atuel Oil Field Area, comprising the southern portion of Mendoza Province, the northern part of La Pampa Province and the southeastern area of San Luis Province, covering an area of about 16, 200 km 2. Tender No. 5, bid deadline 11:00 a.m., June 24. Direccion Nacional de Energia y Combustibles, Av. Julio A. Roca 651, 2nd Floor, Buenos Aires. Correspondence prepared in Spanish, requested.

203 Canning, preserving food

SWEDEN—Frozen, canned foods; raw materials for food industry. Agency and direct purchase. Ekman & Becksen AB (agent, importer, wholesaler), Kristinelundsgatan 16, 411 37 Goteborg C. WTD 4/68.

220 Textile mill products

SWEDEN—Shirting, all kinds. Direct purchase and agency. Bernt Carling AB (agent), Asbogatan 13, 502 44 Boras 5. WTD 4/68.

Printed spun rayon, cotton tissues, width 160 cm. Direct purchase and agency. C. H. Soderlund & Co. AB (agent), Arsenalsgatan 8, 411 20 Goteborg C. WTD 4/68.

221 Broad woven fabric mills, cotton

ETHIOPIA—Bedsheets, sheetings for single, double size beds. Descriptive catalogs, prices c.i.f. Djibouti, terms desired. Direct purchase and exclusive agency. Alfredo Roscigno (commission agent), P.O. Box 3215, Addis Ababa. WTD 11/67.

● **MALAYSIA**—24,000 yds., cotton printed sheeting, 27,000 yds. cotton printed cambric, 12,000 yds. dyed poplin, and 11,000 yds. dyed drill in various colors and of various specifications. Bid deadline 12 p.m. May 13. Bids addressed to Ag. Senior Superintending Pharmaceutical Chemist, Ministry of Health, Pharmaceutical Laboratories and Stores, Jalan University, Kuala Lumpur. (Telephone: 212-967-5238).

222 Broad woven fabric mills, manmade fiber, silk

AUSTRALIA—Suiting material, for boys' garments, preferably polyester/viscose but 100% viscose or similar blends acceptable; approx. 12½ to 15 ozs. per sq. yd., 36″ to 64″ whichever available. Price range should be around $1.00 to $1.86 per yd. in 58″ width or proportionate to width of material offered. Freidelle Pty. Ltd. (manufacturer, importer, exporter, wholesaler), 180 Elizabeth St., Sydney, N.S.W. 2000. WTD in preparation.

264 Converted paper, paperboard products

AUSTRIA—Rolls of punch tape for data processing. Direct purchase and agency. Alfred Feller & Soehne, O.H.G. (importer, wholesaler, manufacturers' representative), Lerchenfelderstrasse 62/28, A-1080 Vienna. WTD 7/67.

NIGERIA—Stationery. C & F (Nigeria) Ltd. (importer, exporter), 60A Campbell St., P.O. Box 2592, Lagos. WTD 9/67.

273 Books

ETHIOPIA—Textbooks: technical, scientific, professional books, general reading, paperback or hardback. Requests price quotations c.i.f. Ethiopian ports. Harar Universal Express Enterprises (importer, retailer), P.O. Box 2458, Addis Ababa. WTD 4/68.

NIGERIA—Books. C & F (Nigeria) Ltd. (importer, exporter), 60A Campbell St., P.O. Box 2592, Lagos. WTD 9/67.

274 Publishing

ETHIOPIA—Atlases; maps; all types of teaching aids, particularly those designated to facilitate teaching of mathematics, language, rapid reading, remedial reading. Requests catalogs c.i.f. Ethiopian ports. Harar Universal Express Enterprises (importer, retailer), P.O. Box 2458, Addis Ababa. WTD 4/68.

282 Synthetic materials

FRANCE—Polyuretan elastomers; polyvinyl acetals. Etablissements G. Devineau (im-

porter, wholesaler, agent), 26, Rue Lafayette, Paris, 9e. WTD 5/67.

283 Drugs

FRANCE—Pure sulphonic paratoluene acid; trimellitic acid; acroleine and dimere acroleine; bi-distilled tall oil, tall oil fatty acids, tall rosines for paint industry. Etablissements G. Devineau (importer, wholesaler, agent), 26, Rue Lafayette, Paris, 9e. WTD 5/67.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

NETHERLANDS—All types of cosmetics, toilet preparations, perfumery; complete line. Exclusive sales rights. Handelsonderneming Clipper (importing distributor), 2a Korte Beukerstraat, Zutphen. WTD 4/68.

285 Paints, varnishes, lacquers, enamels

NICARAGUA—All types of automobile paints. Direct purchase and agency. Requests replies in Spanish. Mr. Julio Berrios Urbina (importer, retailer), 1a Calle N.O. No. 509; Apartado Postal 2140, Managua. WTD 1/68.

SWEDEN—Putty, caulking compounds, paints, coatings for building industry. Direct purchase and agency. Ulfcar AB (agent), Wrangelsgatan 4, 252 39 Halsingborg. WTD 4/68.

287 Agricultural chemicals

● **KHARTOUM**—Cotton seed dressing; 70 tons, with the following active ingredients: 8.4% mercuric mercury (HG)—(in the form of 8.3% mercuric chloride combined with 5% mercuric iodide) and 30% dieldrin. Active ingredients to be fixed in talcum. Earlier delivery will be of importance and bearing on success of tender. Price per ton to be quoted in sterling currency f.o.b. and c. & f. basis, Port Sudan. To be packed in 50 kilogram drums with polyethylene inner liner. Bid deadline May 13. The Sudan Gezira Board, Supplies Department, Barakat Headquarters.★ (Telephone 202-967-3910).

289 Chemical preparations

NETHERLANDS—Corrosion preventive chemicals, compounds; water treatment chemicals, compounds; cleaning compounds for industrial equipment. Direct purchase and exclusive representation. Excelsum N.V. (sales agent), 3-5 Loosdrechtsedijk, Loosdrecht. WTD 4/68.

SWEDEN—Construction sealers, sealing compounds, related products. Direct purchase and agency. Ulfcar AB (agent), Wrangelsgatan 4, 252 39 Halsingborg. WTD 4/68.

291 Petroleum refining

TAIWAN—Paraffin wax, fully refined, white, for manufacture of stencil paper, carbon paper, wax crayon. Requests quotation with sample. Pai Tai Industrial Co., Ltd. (manufacturer), 212-214 Nanking W. Road, Taipei. WTD 2/68.

307 Plastic products

AUSTRIA—Synthetic sausage casings; shrinkable plastics film for vacuum packaging of meat, meat products. Direct purchase and agency. Victor Nagel, (importer, distributor, agent, exporter), Mexikoplatz 25, A-1020 Vienna. WTD 4/68.

SWEDEN—Construction plastic products such as siding, roofing. Direct purchase and agency. Ulfcar AB (agent), Wrangelsgatan 4, 252 39 Halsingborg. WTD 4/68.

314 Footwear, except rubber

SWEDEN—Ski boots. Agency and direct purchase. Hansa-Nordic AB (agent, wholesaler), Frokottegatan 10, 421 31 Vastra Frolunda. WTD 4/68.

334 Secondary smelting, refining of nonferrous metals

AUSTRALIA—Four-core copper tubing sheathed in black PVC. Should consist of four copper tubes 5/16" ODx20 S.W.G. held together as cable cores but not stranded, by PVC sheath. Copper tubes are to be kept as annealed as possible with minimum of work hardening and ore to be pressure tested to 1500 p.s.i. with Pressure Test Certificate supplied. Tubes are to be thoroughly cleaned and ends plugged to exclude foreign matter. Testing medium to be compatible with mineral base oil. Length needed at this time is 850 to 1,000 ft.; should be in two coils of roughly equal lengths. McNamee Industries Pty. Ltd. (manufacturing engineer, distributor, importer), 4 Hope St., Ermington, N.S.W. 2115. WTD 3/68.

When a foot is not a foot

If your printer quoted you a price on 21.5 by 27.9 centimeter letterheads you would think he was in the wrong country.

You probably would pass up the service station where pumps measured gasoline by the liter.

The advertisers in these pages—except those from the U.K. and the British Commonwealth countries—are just as partial to the metric system as you are to inches and gallons.

So when you answer one of them, quote in metric measurements.

Ask the Department of Commerce Field Office.

335 Rolling, drawing and extruding nonferrous metal

● **THAILAND**—36,000 meters all aluminum spaced aerial cable 15 kv rating 336.4 MCM with 10/64 polyethylene and 1,500 sets spacers for above cable with 5/16 in. seven strand galvanized messenger wire. Tender No. 117, bid deadline May 28. Metropolitan Electricity Authority, 121 Chakrapetch Rd., Bangkok.★ (Telephone: 202-967-4579).

342 Cutlery, hand tools, general hardware

● **IRAN**—Supply of 53 sets of jacks of various quantities and types. Tender No. 575/46, bid deadline May 15. Iranian State Railways, Maydane Rah Ahan, Tehran.★ (Telephone: 202-967-5585).

NETHERLANDS—Hand tools for automotive, metalworking industries, including mechanics' hand tools. Direct purchase and agency. Exclusive representation for Netherlands, other Common Market countries requested. Mr. E. v.d. Lubbe, W. F. Harrems N.V. (sales agent, importer, exporter), 257 Kerkstraat, Amsterdam. WTD 4/68.

Marine hardware. Direct purchase and exclusive representation for Netherlands. Watersport N.V. (importing distributor, sales agent), 752 Amstelveenseweg, Amsterdam. WTD 4/68.

344 Fabricated structural metal products

SWEDEN—Siding, roofing, sheet metal. Direct purchase and agency. Ulfcar AB (agent), Wrangelsgatan 4, 252, 39 Halsingborg. WTD 4/68.

345 Screw machine products

PAKISTAN—Copper rivets of various sizes, specifications for sale with producer's brake, clutch lining for automobiles, commercial vehicles up to 6 or 7 ton capacity. Annual requirement 1½ to 2 million pieces. Requests catalogs, quotations c. & f., Karachi, indication of delivery time. Direct purchase and agency. Mascot Industrial Corp. Ltd. (importer), 1/29 Shireen Manzil, Victoria Rd., Karachi. WTD in preparation.

349 Fabricated metal products

AUSTRIA—Valves, pipes for use in oilfield production. Direct purchase and agency. Comet Pyrotechnische Fabrik Hans Liebenwein (manufacturer, importer, wholesaler), Schiesstattallee 14, A-9300 St. Veit a.d.Glan. WTD 8/67.

● **HONG KONG**—Supply of 370, 2, 3 and 4-in. diameter, copper alloy gate valves. Tender No. U52182, bid deadline May 24. Controller of Stores, Stores Dept., Oil St., North Point, Hong Kong.★ (Telephone: 202-967-5585).

NETHERLANDS—Anti-corrosive, acid and lye proof valves, fittings and flanges for petrochemical industry. Exclusive distributorship for Common Market countries. Hanwel N.V. (importer), 1 Tubantiasingel, Enschede. WTD 4/68.

351 Engines, turbines

● **MALAYSIA**—Supply and install one 30 megawatt steam turbine and generator, 600 p.s.i.g., 850 F, 11 kv; 3,000 r.p.m., 0.85 p.f.g. condensing and feed heaters, pumps, valves, piping, and other related items. Tender contract No. 1681/11, bid deadline 12 p.m., July 5. Second extension to the Sultan Ismail Ther-

mal Power Station. Tender documents available upon deposit of £25 (approx. U.S. $60.00), additional copies are £3 (approx. U.S. $7.20) from Preece, Cardew and Rider, 8, 10 and 12 Queen Ann's Gate, Westminster, London, S.W.1., England. (Telephone: 202-967-4241).

352 Farm machinery

AFGHANISTAN—All kinds of agricultural, farm equipment, machinery including farm plows, tractors, milling machinery, fertilizing machinery, tilling equipment. Mohammad Akbar and Co. (importer, exporter), Second Part, Jade Maiwand, Kabul. WTD 2/68.

SUDAN—Motor-driven and hand operated peanut decorticating (shelling) equipment. Direct purchase and agency. Geo. Djerdjian and Sons (importer), P.O. Box 269, Khartoum. WTD 10/67.

353 Construction, mining, materials handling machinery, equipment

AUSTRIA—Oilfield production machinery, equipment; drilling rigs, derricks, heavy transportation equipment. Direct purchase and agency. Comet Pyrotechnische Fabrik Hans Liebenwein (manufacturer, importer, wholesaler), Schieszstattallee 14, A-9300 St. Veit a.d.Glan. WTD 8/67.

● **ECUADOR**—Invitation for the supply of tracklaying tractors; tractor shovel-loaders, wheel type; motor graders; rollers, three wheeled; rollers, vibratory; dump trucks, asphalt finisher, distributor and kettles; tractors, agricultural—40 hp.; tractor, agricultural—not less than 7 hp.; truck chassis; truck tractor with trailer; crane, pull-shovel; garbage packers, 16 and 13 cu. yd. capacity; garbage collectors with 20 receptacles for loading; tilt trucks; truck chassis for fuel tank; trucks, pickup and other; motorcycles; and, miscellaneous items.

Detailed specifications available in Spanish for $5.00 plus $5.00 for air mail charges. Tender No. 1. Bid deadline May 23. Secretaria del I. Concejo Municipal de Quito, Calle Garcia Moreno 887, Quito. (Telephone: 202-967-5566).

● **YUGOSLAVIA**—General contractor invites bids for 20 dumpers; one motor grader; two tractor shovel-loaders, wheel-type; two large and two small bulldozers; six self-propelled drills; four stationary drills; ten metalcutting machines. Tender No. LS. List SFRJ #12—3/27/68. Bid deadline June 25. Correspondence preferred in English. Detailed specifications available from Gradjevinsko preduzece Hidrotehnika, Belgrade/Uskocka 8/I.

Two loaders on wheels, 150 hp., two to three cu. yd. bucket capacity. These will be used to mine bauxite. Tender No. SL. List SFRJ #12—3/27/68. Bid deadline June 25. Correspondence preferred in English. Detailed specifications available from Bosna Auto, Sarajevo/Radiceva 6.

Asphalt travel-mix machine of 60 ton per hour capacity; finisher 10 tons capacity; two hydraulic loaders (sidewise unloading 1,5-2 cu. meters capacity; two bulldozers (caterpillar type) hydraulic, 180 hp. Request offers in five copies with detailed technical description, shortest delivery, favorable commercial, credit conditions. Details available from company. Tender No. S1. List SFRJ #14 4/10/68. Bid deadline July 9. Brodomaterijal (importer), Sektor uvoza, Rijeka/Post, pretinac 396. WTD in preparation.

Two autocranes: 60 ton and 30-35 ton complete with all equipment: hydraulic controls and supports, automatic lubrication of all cogwheels, self-adjusting gears for crane turning, signal-safety equipment, equipment for precision lowering of loads. Submit offers in five copies with detailed technical data, two catalogs, delivery, price, payment conditions. Tender No. S1. list SFRJ # 4/10/68. Bid deadline July 9. Mostogradnja, Construction Enterprise, Beograd/Vlajkoviceva 19a. WTD in preparation.

354 Metalworking machinery

NETHERLANDS—Small garage equipment. Direct purchase and agency. Exclusive representation for Netherlands, other Common Market countries requested. Mr. E. v.d. Lubbe, W. F. Harrems N.V. (sales agent, importer, exporter), 257 Kerkstraat, Amsterdam. WTD 4/68.

355 Special industry machinery

AUSTRIA—Meat packing plant machinery, equipment including grinding, cutting, mixing, chopping, cooking, smoking, sausage making, stuffing, closing machines; food wrapping or packaging machinery. Direct purchase and agency. Victor Nagel (importer, distributor, agent, exporter), Mexikoplatz 25, A-1020 Vienna. WTD 4/68.

CENTRAL AFRICAN REPUBLIC—Equipment for making cardboard matches, folding type matchbooks. Requests descriptive literature, prices on machinery with daily output approx. 5,000 to 15,000 matchbooks per day. Requests general information on U.S. sources of raw materials for making matches, books. Requests replies in French. Correspondence in English may be sent to U.S. Embassy which will assist. Compagnie Equatoriale des Tabacs et Des Allumetts (CETA) (importer, wholesaler), Boite Postale 256, Bangui. WTD 4/68.

CEYLON—Complete line of machinery for manufacture of dry cell flashlight batteries of B.S. R 20 (American 'D') size. Gen. Mgr., Elephant Lite Corp. Ltd. (manufacturer), 3rd Floor, National Mutual Bldg., Chatham St., Colombo 1. WTD 4/68.

ETHIOPIA—Dairy machinery: cheese, butter making machinery. 5,000 liters per day capacity; pasteurizing and sterilizing plant, 10,000 liters per day. Requests brochures, descriptive price lists. Dr. Vittorio Nastasi, Dairy Assoc. of Eritrea, P.O. Box 79, Asmara. WTD in preparation.

GERMANY—Machinery, equipment for use in chemical, related industries, plastics, rubber, paints. Requests price quotations c.i.f. Hamburg. Direct purchase and agency. Wegema Maschinen-Vertriebsgesellschaft Gilles & Co. (agent, distributor, wholesaler), 5 Friedrichstr., 433 Muelheim. WTD 5/67.

Machines for laminating plastic on cards. Requests price quotations c.i.f. Hamburg or Rotterdam. Direct purchase and agency. Franz Engels (wholesaler, manufacturer, importer), 79 Gatherweg, 4 Duesseldorf. WTD 3/68.

NICARAGUA—All types of machinery, equipment for manufacture of office, home furniture. Requests illustrated literature, price lists. Requests replies in Spanish. Muebles Modernos S.A. (manufacturer, distributor, retailer, exporter), Apartado Postal 2404, Managua. WTD 1/68.

SAUDI ARABIA—Completely equipped textile factory; cotton, Pakistani and Sudanese short staple, to be imported; initially rough muslin will be manufactured for export. Abdul Aziz al Husayn (manufacturer), P.O. Box 851, Jidda. WTD in preparation.

YUGOSLAVIA—Tobacco products machinery, equipment: 31 units. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline July 9; shoe making, repairing machinery, equipment: 30 units. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline: for announcement of entry May 10, for offers July 9. Masino-Impex (importer), Zagreb/Varsavska 9, 2869/AG. WTD in preparation.

Equipment for cleaning of animal fats; for separation of animal fats under high pressure; for continuous saponification of fatty acids (capacity: 1,000 kg/h, 62-63% soap). For detailed information contact company. Tender No. S1. list SFRJ #13 4/3/68. Bid deadline July 2. Tovarna Zlatorog (manufacturer), Maribor/Industriska 23. WTD in preparation.

One injection press with ten working positions for production of plastic footwear; many different machines for footwear production. Tender No. S1. list SFRJ #13 4/3/68. Bid deadline July 2; shoe making, repairing ma-

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.
ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogo Bldg. Area Code 907 Tel. 272-6331.
ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.
BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.
BIRMINGHAM, ALA., 35205, Suite 200-301, 908 S. 20th St. Area Code 205 Tel. 325-3327.
BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.
BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.
CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.
CHARLESTON, W. VA., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Area Code 304 Tel. 343-6196.
CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Code 307 Tel. 634-5920.
CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312 Tel. 353-4400.
CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513 Tel. 684-2944.
CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216 Tel. 522-4750.
DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. 749-3287.
DENVER, COLO., 80202, 16419 Federal Bldg., 20th and Stout Sts. Area Code 303 Tel. 297-3246.
DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.
DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313 Tel. 226-6088.
GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919 Tel. 275-9111.
HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.
HONOLULU, HAWAII, 96813, 352 Alexander Young Bldg., 1015 Bishop St. Tel. 588-977.
HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713 Tel. 228-0611.
JACKSONVILLE, FLA., 32202, P.O. Box 35067, 400 W. Bay St. Area Code 904 Tel. 791-2796.
KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. 374-3141.
LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Area Code 213 Tel. 688-2835.
MEMPHIS, TENN., 38103, 710 Home Federal Bldg., 147 Jefferson Ave. Area Code 901 Tel. 534-3214.
MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.
MILWAUKEE, WIS., 53202, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414 Tel. 272-8600.
MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612 Tel. 334-2131.
NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504 Tel. 527-6546.
NEW YORK, N.Y., 10001, 61st Floor, Empire State Bldg., 350 Fifth Ave. Area Code 212 Tel. 563-3377.
PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215 Tel. 597-2850.
PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602 Tel. 261-3285.
PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412 Tel. 644-2850.
PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.
RENO, NEV., 89502, 2028 Federal Bldg., 300 South St. Area Code 702 Tel. 784-5203.
RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703 Tel. 649-3611.
ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314 Tel. 622-4243.
SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801 Tel. 524-5116.
SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.
SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.
SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912 Tel. 233-4321.
SEATTLE, WASH., 98104, 809 Federal Office Bldg., 909 First Ave. Area Code 206 Tel. 583-5615.

chinery, equipment: 33 units. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline July 9. Teking Invest (importer), Beograd/7.jula 9. WTD in preparation.

One line each for insulation of 8 mm O cable, PVC, PET; insulation of thicker cables, PVC, PET. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline July 9. Tehnometal (importer), Temerinska 12/Novi Sad, Sektor uvoza 333 za novosadsku, fabriku kablova. WTD 2/68.

Bottling machinery: for bottling, washing, capping, labeling and similar operations; for lemonade in 0,25 liter bottles, capacity 12,000 bottles per hr.

Tender No. S1. list SFRJ #14 4/10/68. Bid deadline July 9. Offer should include price, payment conditions, detailed technical descriptions with brochures, manufacturer's references. Invest-Import (importer), Beograd/ Terazije 5. WTD 11/67.

Machine form mixing basic soap with additives; automatic press for toilet soap shaping; tunnel for conditioning of toilet soap. Offers should include detailed technical description, catalogs, delivery, assembly time limits, price of machinery, price of assembly, favorable payment conditions including credit. Information available from company. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline July 9. Zlatorog tovarna (manufacturer), Maribor/ Industriska 23. WTD in preparation.

Four thousand spindles for processing combed wool from threads to woven fabric. For reconstruction, modernization of textile factory; seeking commercial credit of at least five yrs. with 6% interest, max. 15% down payment; delivery max. 12 mo. from date contract signed. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline June 9; four thousand spindles for wool thread, including corresponding machines for threading, weaving, finishing, dyeing. Equipment for modernization of textile factory; seeking commercial credit of at least five yrs. with 6% interest, 15% down payment, 8 mo. delivery. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline June 9; textile machinery, equipment,: cca 180 machines, 3,000 different equipment, one ultraviolet lamp, one spectrograph, one viscosemeter, one apparatus for control of dyes permanence etc. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline July 9. Teking Invest (importer), Beograd/7. jula 9. WTD in preparation.

356 General industrial machinery

AFGHANISTAN—Diesel-powered water pumps for deep water wells. Mohammad Akbar and Co. (importer, exporter), Second Part, Jade Maiwand, Kabul. WTD 2/68.

AUSTRIA—Oil well, oilfield pumps. Direct purchase and agency. Comet Pyrotechnische Fabrik Hans Liebenwein (manufacturer, importer, wholesaler), Schieszstattallee 14, A-9300 St. Veit a.d.Glan. WTD 8/67.

● **JORDAN**—Two electric 200°C Max. drying ovens: one with 670 x 1,000 x 800 mm. chamber, the other with 1,070 x 1,600 x 1,200 mm. chamber. Tender No. 5F/68, bid deadline May 15. Jordan Phosphate Mines Co., Ltd., P.O. Box 30, Amman.

Tender documents may be obtained from the Jordan Phosphate Mines Company for $2.80 per copy plus airmail postage.

357 Office, computing, accounting machines

YUGOSLAVIA—Typewriters; machines: accounting, invoicing, duplicating, calculating, bookkeeping; electronic computing machines. Tender No. S1. list SFRJ #23 4/3/68. Bid deadline July 2. Information about quantities, technical characteristics, types available from company. Jugopapir Export-Import (importer), Beograd/Sremska 6. WTD in preparation.

358 Service industry machines

NETHERLANDS—Industrial cleaning equipment. Direct purchase and exclusive representation. Excelsum N.V. (sales agent), 3-5 Loosdrechtsedijk, Loosdrecht. WTD 4/68.

361 Electric transmission, distribution equipment

● **AUSTRALIA**—Supply and erection of twenty-four 2,500 amp and ten 4,000 amp 132 kv, three phase, 10,000 MVA outdoor circuit breakers, complete with support structure; plus two station type compressed air installations. Also seventy-two 2,500 amp, and thirty 4,000 amp, 132 kv, single phase current transformers. Bid deadline May 27. Tender No. 1918, Manager and Secretary, Electricity Commission of New South Wales, Box 5257, G.P.O., Sydney, N.S.W. 2001.

Copy of specifications and drawings available from commission, $22.40 per set, refundable on receipt of bona fide tender. Copy also available for review only, not for loan, from the Power and Electrical Equipment Division, Room 4124, BDSA-662 Department of Commerce, Washington, D.C. 20230. (Telephone: 202-967-4241).

● **PAKISTAN**—Supply of power distribution material comprising 11 kv Pin and Disc Insulators, 11 kv outdoor single pole expulsion fuse switches; 11 kv arresters, low voltage aerial service fuses, and wireable fuses. Bid deadline May 17, Tender No. PE-TU/TI/5. Karachi Electric Supply Corporation Ltd., Aimai House, Victoria Road, P.O. Box 7197, Karachi.

A copy of tender documents is available for review only, not for loan, from the Power and Electrical Equipment Division, Room 4124, BDSA-662, Department of Commerce, Washington, D.C. 20230 (Telephone: 202-967-4241).

362 Electrical industrial apparatus

● **ETHIOPIA**—Supply 24 diesel generator sets; 50 cycle, five of 1,000 kw; nine of 450 kw; eight of 150 kw; two of 60 kw. Bid deadline June 20. IBRD financing. Bid and specification documents available upon deposit of $8.00. Ethiopian Electric Light and Power Authority, P.O. Box 1233, Addis Ababa, Ethiopia, Attn: Purchasing Officer.

● **INDIA**—Supply one 1500 KVA diesel generator set. Bids and specifications available upon deposit of $3.33. Tender No. MP/-01/Global/TG/68, bid deadline 2 p.m., May 29. Purchase Manager, Hindustan Aeronautics Ltd., Nasik Division, Old Distillery Bldg., Nasik Road, Maharashtra.

LEBANON—Electrical pleasure boat auxiliary controls. Direct purchase and agency. Robert Massamiri (importer, retailer, commission merchant), P.O. Box 3964, Beirut. WTD 11/67.

363 Household appliances

NICARAGUA—Kerosene stoves, ranges of various sizes; household. Requests replies in Spanish. Llanes, Lopez & Cia Ltda. (importer, wholesaler, retailer), Apartado Postal 2328, Managua. WTD 3/68.

364 Electric lighting, wiring equipment

SWEDEN—Electric lighting fixtures, residential, commercial, industrial types. Agency and direct purchase. Ljusgruppen AB (manufacturer, agent, wholesaler), Saxgatan 2, 211 24 Malmo C. WTD 4/68.

Neon lamp, indicator, pilot for stoves; switches including tumbler type. Agency and direct purchase. Hansa-Nordic AB (agent, wholesaler), Frokottegatan 10, 421 31 Vastra Frolunda. WTD 4/68.

366 Communications equipment

● **AUSTRALIA**—Supply and delivery of telephone trunk exchanges and associated equipment. Schedule C 5330, bid deadline January 30, 1969. D.A.D.C. Supply, Postmaster-General's Department, 199 William St., Melbourne, Victoria 3000.★ (Telephone: 202-967-4823).

● **TAIWAN**—Supply of a telegraph exchange system for domestic and international services. Tender No. GF3F—30171, bid deadline May 15. Central Trust of China, Purchasing Dept., 49 Section 1, Wuchang St., Taipei.★ (Telephone: 202-967-4823).

YUGOSLAVIA—Radio-relay transmitting system for PTT, Novi Sad: between cities Novi Sad-Zrenjanin; Novi Sad-Sombor; Novi Sad-Sremska Mitrovica; Zrenjanin-Kikinda. Tender No. S1. list SFRJ #14 4/10/68. Bid deadline July 9. Jugoelektro (importer), Beograd/ Knez Mihailova 33, "Za konkurs-Komisiji za, izbor Zdruzenog preduzeca PTT". WTD in preparation.

367 Electronic components, accessories

NICARAGUA—Parts, accessories for electronic equipment. Requests replies in Spanish. Llanes, Lopez & Cia Ltda. (importer, wholesaler, retailer), Apartado Postal 2328, Managua. WTD 3/68.

SWEDEN—Electronic components for civil and military use such as resistors, capacitors, transformers, tubes, chokes, coils, instruments, electro-mechanical components, wire, racks, potentiometers, lamp and fuse holders, recording tape. Agency and direct purchase. AB Kuno Kallman (agent, wholesaler, importer), Jarntorget 7, 413 04 Goteborg. WTD 4/68.

369 Electrical machinery, equipment, supplies

GERMANY—Biotelemetry systems, other sophisticated biomedical equipment; cardiac output computers. Direct purchase and sales agent for W. Germany, Austria, Switzerland, European Common Market countries. Dipl. Physiker Guenter W. Schubart (sales agent, distributor), 6238 Hofheim/Ts., Lorsbacher Str.1. WTD 3/68.

371 Motor vehicles, motor vehicle equipment

NETHERLANDS—Automotive accessories. Direct purchase and agency. Exclusive representation for Netherlands, other Common Market countries requested. Mr. E.v.d. Lubbe, W. F. Harrems N.V. (sales agent, importer, exporter), 257 Kerkstraat, Amsterdam. WTD 4/68.

NICARAGUA—Parts, accessories for trucks, heavy duty vehicles. Direct purchase and exclusive agency. Requests replies in Spanish. Mr. Orlando Ocampo Palma (importer, retailer), Apartado Postal 2257, Managua. WTD 4/68.

All types of motor vehicle parts, accessories. Direct purchase and agency. Requests replies in Spanish. Mr. Julio Berrios Urbina (im-

porter, retailer), 1a Calle N.O. No. 509; Apartado Postal 2140, Managua. WTD 1/68.

373 Ship building, repairing

NETHERLANDS—Small sailboats, motor boats. Direct purchase and exclusive representation. Watersport N.V. (importing distributor, sales agent), 752 Amstelveenseweg, Amsterdam. WTD 4/68.

382 Instruments for measuring, controlling, indicating physical characteristics

GERMANY—Mechanical measuring, controlling instruments. Direct purchase and agency for W. Germany, eventually W. Europe. Erdmann & Gruen K.G. (distributor, exporter, manufacturer), 6330 Wetzlar, Solmser Str. 98 or Postfach 633. WTD 4/68.

NETHERLANDS—Anti-corrosive, acid and lye proof gauges for petrochemical industry. Exclusive distributorship for Common Market countries. Hanwel N.V. (importer), 1 Tubantiasingel, Enschede. WTD 4/68.

386 Photographic equipment

● **CEYLON**—Supply of ten portable projectors for use with 35 mm film strips (vertical and horizontal projection) and 2" by 2" slides in all types of mounts, capable of being operated off 6 or 12 volt car batteries, and including as accessories carrying case, battery cable and projection lamp. Bid deadline May 17.

Quotations should be submitted by tenderers through local representative (if any) who may obtain tender documents after payment of stipulated tender deposit. Firms having local maintenance facilities will be given preference. The Chairman, Tender Board, Extension Division of the Department of Agriculture, 9 Horton Place, Colombo 7.★ (Telephone: 202-967-2939).

GERMANY—Coin-operated photograph machines, photostat machines. Requests price quotations c.i.f. Hamburg or Rotterdam. Direct purchase and agency. Franz Engels (manufacturer, distributor, importer), 79 Gatherweg, 4 Duesseldorf. WTD 3/68.

Argentina to construct water treatment plant

The Argentine Water Department is requesting international bids for the construction of the Alto Reyes Water Treatment Plant in the city of San Salvador de Jujuy, Province of Jujuy, Argentina.

The official budget estimate for this project is $1,531,429 (536,000,000 Argentine pesos).

The plant is the conventional type with a 20 million gallons per day (gpd) capacity. It includes chemical feed, flocculation, sedimentation filtration, and chlorination with all the necessary appurtenances.

Deadline for submitting bids is 3:00 p.m., May 14.

Copies of conditions and technical specifications are available for 9,440 (approx. $27.00) Argentine pesos from Obras Sanitarias de la Nacion, Marcelo T. de Alvear 1840, Buenos Aires, Argentina, by asking for Expendiente No. 148-LP-1967. (350 Argentine pesos = $1).

387 Watches, clocks, parts

SWEDEN—Timers for automobile heaters, drying cabinets, industrial use. Agency and direct purchase. Hansa-Nordic AB (agent, wholesaler), Frokottegatan 10, 421 31 Vastra Frolunda. WTD 4/68.

394 Toys, sporting goods

ETHIOPIA—Indoor games, chess, checkers, dominoes, puzzles, game sets for adults, children, educative games, sea side resort games, electric trains; toys, picture books, hobby articles for children made of plastic or paper, such as planes, boats, railroads, engines, accessories. Harar Universal Express Enterprises (importer, retailer), P.O. Box 2458, Addis Ababa. WTD 4/68.

SWEDEN—Golfing equipment, skis. Agency and direct purchase. Hansa-Nordic AB (agent, wholesaler), Frokottegatan 10, 421 31 Vastra Frolunda. WTD 4/68.

504 Groceries

GERMANY—Fresh fruits, sub-tropical fruits, vegetables ready packaged in large containers. Requests price quotations f.o.b. American ports or c.i.f. Rotterdam or Hamburg. Requests replies in German. Heinrich Holbeck KG., Grossmarkthalle (importer, wholesaler), Bonntor, 5 Koeln a. Rh. WTD 4/68.

571 Furniture, home furnishings, equipment stores

LIBYA—Cotton, wool, synthetic fiber domestic, commercial carpeting for sale to European, American community; government tenders. Abdal Labbar (importer), P.O. Box 4, Benghazi. WTD in preparation.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

283 Drugs

NICARAGUA—Pharmaceutical preparations for human consumption. Exclusive distribution. Requests replies in Spanish. Mr. Liberato Villavicencio Trejos (importer, distributor), Calle 27 de Mayo No. 803; Apartado Postal 1994, Managua, D. N. WTD 2/68.

331 Steel mill products

NICARAGUA—Steel sheets, cables; all types. Exclusive distributorship. Requests replies in Spanish. Equipos Industriales de Centro America S.A. (importer, distributor, agent), Apartado Postal 2656, Managua. WTD 12/67.

335 Rolling, drawing, extruding of non-ferrous metals

NICARAGUA—Copper wire of all types, thickness for all uses. Exclusive distributorship. Requests replies in Spanish. Compania Distribuidora de Mercaderia (Codime) (importer, distributor, agent), Apartado Postal 2704, Managua. WTD 2/68.

352 Farm machinery

NICARAGUA—Agricultural machinery, implements; silo conveyors and elevators; plows; wheel tractors; harrows; lawn mowers; garden tractors; cultivators. Exclusive agency. Requests replies in Spanish. Equipos Industriales de Centro America S.A. (importer, distributor, agent), Apartado Postal 2656, Managua. WTD 12/67.

356 General industrial machinery

TAIWAN—Centrifugal pumps. Exclusive agency. Mr. H. H. Wong, Mgr., Sun Moon Star Co., Ltd. (importer, agent), 81 Nei Chiang St., Taipei. WTD 3/68.

358 Service industry machines

NETHERLANDS—Dishwashing machines for restaurants, institutional use, other commercial purposes. Inbouw N.V. (importing distributor), P.O. Box 2189, The Hague. WTD 9/67.

TAIWAN—Air conditioning equipment. Exclusive agency. Mr. H. H. Wong, Mgr., Sun Moon Star Co., Ltd. (importer, agent), 81 Nei Chiang St., Taipei. WTD 3/68.

362 Electrical industrial apparatus

TAIWAN—Gasoline, diesel engine generators. Exclusive agency. Mr. H. H. Wong, Mgr., Sun Moon Star Co., Ltd. (importer, agent), 81 Nei Chiang St., Taipei. WTD 3/68.

363 Household appliances

NETHERLANDS—Dishwashing machines. Inbouw N.V. (importing distributor), P.O. Box 2189, The Hague. WTD 9/67.

366 Communication equipment

TAIWAN—Automatic telephone switching equipment, telephone station equipment, carrier terminals, VHF and HF terminals, tropospheric scatter terminals, satellite communications systems, microwave equipment, cable pressurization equipment, telephone subscriber equipment, teletype and telex equipment. Exclusive agency. Mr. H. H. Wong, Mgr., Sun Moon Star Co., Ltd. (importer, agent), 81 Nei Chiang St., Taipei. WTD 3/68.

367 Electronic components, accessories

TAIWAN—Antenna, wave guides. Exclusive agency. Mr. H. H. Wong, Mgr., Sun Moon Star Co., Ltd. (importer, agent), 81 Nei Chiang St., Taipei. WTD 3/68.

369 Electrical machinery, equipment, supplies

TAIWAN—Alternators. Exclusive agency. Mr. H. H. Wong, Mgr., Sun Moon Star Co., Ltd. (importer, agent), 81 Nei Chiang St., Taipei. WTD 3/68.

X-ray apparatus for medical application. Uniscien Co. Ltd. (importer, exporter), 11-1, Section 1 Nanking East Road, Taipei. WTD 1/67.

384 Surgical, medical, dental instruments

NICARAGUA—Surgical, medical equipment, instruments as used in hospitals. Exclusive distributorship. Requests replies in Spanish. Mr. Liberato Villavicencio Trejos (importer, distributor), Calle 27 de Mayo No. 803; Apartado Postal 1994, Managua. WTD 2/68.

Leads for Importers

Commodities are offered direct unless specified

071 Agricultural services

BARBADOS—West Indian vegetables such as tannias, yams, ginger, eddoes, coconuts. Mr. Noel O. Baynes (realtor, manufacturer's representative, general commission agent), P.O. Box 27, St. Vincent. WTD 4/68.

203 Canning, preserving

NEW ZEALAND—Company seeks contracts with U.S. importers and distributors to supply frozen, freeze dried fruits, vegetables, meats, fish; freeze dried complete meals. Instant Foods (New Zealand) Ltd. (manufacturer, exporter), Bomford St., P.O. Box 304, Blenheim. WTD 4/68.

249 Wood products

FRANCE—Bottle-stoppers, cork, for wine bottles. Wholesale exportation, direct or through agents. Delage & Fils (Ets. A.) (manufacturers, exporters), 141 Route Nationale; Le Placin; 16-Gensac-la-Pallue, Charente. WTD 7/67.

396 Costume jewelry, novelties, buttons, notions

MEXICO—Bobby-pins. Fabrica de Pasadores Universales, S.A. (manufacturer, wholesaler, retailer), 5 de Mayo Pte. 1183, Apartado Postal 4120, Monterrey, Nuevo Leon. WTD 4/68.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

AUSTRALIA—Ron M. Edgerton, Jones, Lang, Wootton, 116 Queen St., Melbourne, Vic., wished to **meet industrialists who may be interested in setting up a business in Australia.** May 12 via West Coast for 8-10 weeks. c/o Robert B. Shapiro, Transo Envelope Co., 3542 North Kimball Ave., Chicago, Ill. 60618. Itinerary: Los Angeles; Las Vegas; Dallas; Memphis; Philadelphia; New Orleans; Greenville, S.C.; Toledo; Indianapolis; Chicago; cities in New Jersey, Pittsburgh, Honolulu. WTD in preparation.

ECUADOR—Felipe Pezo C., General Manager, Industrias de Concreto Roca C.A., P.O. Box 5631, Gauyaquil, interested in **purchase of concrete brick, block, and pipe machinery and platform trailers and requesting technical information on the machinery.** May 10 via Los Angeles for 20 days. c/o Ecuadorean Consulate General, 427 W. 5th St., Los Angeles, Calif. 90013. Itinerary: Los Angeles; Burbank; San Francisco; Oakland; Sioux City, Iowa; Chicago; New York; Miami. WTD 11/67.

FRANCE—Louis Jeannest, Laminoirs d'Alsace S.A., 11 bis Rue Roquepine, 75 Paris 8e, interested in **licensing agreements on packaging materials, packaging equipment or products which could be sold to its present clients in food, pharmaceutical and photographic industries.** May 6 via New York for 2-3 weeks. c/o Park Sheraton, 7 Ave. & W. 56 St., New York, N.Y. 10019. Itinerary: 5/7-9 New York; 5/10-11 Philadelphia; 5/12-13 South Bend, Ind.; 5/14-16 Indianapolis; 5/17 Savannah, Ga; 5/20-21 New York. WTD in preparation; subsidiary of Compagnie Generale d'Electricite.

ISRAEL—A. Echtman, Managing Director, R. Kiwitty, Sales Manager, and B. Echtman, Treasurer, Echtman Engineering Corp. Ltd., 12 Aba Hillel Silver St., Ramat-Gan or P.O. Box 18015, Tel Aviv, interested in making further **contacts with U.S. manufacturers of materials handling equipment to discuss licensing agreements for local manufacture;** will attend Materials Handling Exhibition. Early May via New York for two weeks. c/o Sheraton Hotel, 1725 J. F. Kennedy Blvd., Philadelphia, Pa. 19103. Itinerary: Philadelphia. WTD 12/66 under revision.

ITALY—Manlio Cantarini, Cantarini Manlio —Metalsiderurgici, 605 Via Tiburtina, 00159 Rome, interested in **examining possibilities of importing from U.S. the following steel products: beams, "U" shapes, hot and cold rolled coils, galvanized coils and plates, shapes, 100 mm. thick plates and requesting technical information on the operational organization of large U.S. wholesale firms dealing in these products.** May 1 via New York for 21 days. c/o Regency Hotel, Park Ave. at 61st St., New York, N.Y. 10002. Itinerary: New York, Philadelphia, Baltimore, Washington, San Francisco, New Orleans, Miami. WTD 4/68.

LEBANON—Dr. S. E. Elia, Group Marketing, P.O. Box 5612, Beirut, interested in **making arrangements for regional representation and market consulting on a continuous basis for U.S. exporters to Middle East.** Early May via New York for 2-3 weeks. c/o International Research Associates, 1270 Avenue of the Americas, New York, N.Y. 10020. Itinerary: New York, Washington, WTD 4/68.

PORTUGAL—Maria da Graca de Carvalho e Silva, Charlo-Confeccoes para Homens, Artigos de La e Outras Lda., 17 Rua da Trindade, Lisbon 2, interested in **contacting U.S. suppliers of men's wearing apparel, hats and sports shoes.** April 29 via San Francisco for two weeks. Itinerary: San Francisco c/o Sir Francis Drake Hotel, 450 Powell St., San Francisco, Calif. 94101; New York c/o Summit Hotel, Lexington Ave. & 51st St., New York, N.Y. 10022. WTD 4/10/68.

SOUTH AFRICA—M. F. Cleghorn, Chairman, Cleghorn and Harris Ltd., Adderley St., Cape Town, (see INTERNATIONAL COMMERCE, Apr. 29, p. 55), interested in **latest shopping center design including the employment of the mall, internal-external relationships, goods handling, parking facilities and in meeting shopping center operators and designers in U.S. areas climatically similar to Cape Town.** May 4 via Seattle for 27 days. Itinerary: Seattle c/o Hotel Benjamin Franklin, 1930 5th Ave., 98101; Portland, San Francisco c/o Mark Hopkins Hotel, 999 California St., 94106; Los Angeles, Houston, Dallas; 5/14-27 Chicago c/o Hotel Sheraton Blackstone, 636 S. Michigan, 60605. WTD in preparation.

Alan J. Hellmann, Grants Distribution Corp. (Pty.) Ltd., P.O. Box 3743, Durban, interested in **visiting U.S. discount houses and in purchasing merchandise, especially electrical household appliances.** May 4 via New York for four weeks. c/o National Cash Register Co., Main at K Sts., Dayton, Ohio. Itinerary: New York, Washington, Chicago, Detroit, Los Angeles, San Francisco, Boston. WTD in preparation.

SWITZERLAND—W. B. De Zeeuw, Managing Director, F. Haugensak Sohne AG, Samenhandel, Postfach, 4002 Basel, interested in **contacting U.S. growers and exporters of vegetable and flower seeds, bulbs, gardening tools, lawn mowers, garden gloves.** May 25 via New York for 14 days. c/o Waldorf Astoria Hotel, Park Ave & E. 50th St., New York, N.Y. 10022. Itinerary: New York, possibly other cities. WTD 3/68.

Rudolph P. Trub, Manager, A. Trub and Company Ltd., Hintere Bahnhofstrasse, 5001 Aarau, interest in **contacting security paper printers with view to technical and commercial cooperation.** May 11 via New York for 4-5 weeks. c/o Swiss Center, 658 Fifth Ave., New York, N.Y. 10020; mail to be addressed there to await arrival. Itinerary: New York; Philadelphia; Washington, D.C.; Indianapolis; Tallahassee; Tampa; Chicago. WTD in preparation.

New Trade Lists

The Bureau of International Commerce has published the following Trade Lists, copies of which may be ordered by firms domiciled in the United States, giving the titles listed below or in the case of the automated lists for Australia by the five digit identification (ID) number from BIC-924, U.S. Department of Commerce, Washington, D.C. 20230 or from Department of Commerce Field Offices. The price is $1 per list. All are dated April.

American Firms, Subsidiaries and Affiliates —Iran.

Laundry and Dry Cleaning Industry—Israel.

Medicinal and Toilet Preparations, Importers, Dealers and Manufacturers—Israel.

New Books and Reports

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1968. $13 per year ($5 additional for overseas mailing), 15 cents per copy.**

The Role of "Complementarity" Agreements in LAFTA. OBR 68-11. This report describes the purpose of these agreements—economic integration—as included in the 1960 Treaty of Montevideo. The agreements, which are reprinted, enable industries to coordinate their plans for expansion, specialization and diversification in a mutually beneficial manner.

Selling in the Republic of South Africa. OBR 68-12. This report discusses distribution centers and channels, import requirements, consumer financing, advertising and market research, government procurement, and other topics of interest to exporters.

Basic Data on the Economy of the Republic of Ivory Coast. OBR 68-18. Information is included on geography, government, economic structure, agriculture, industry, transportation and communication, finance, foreign trade and marketing.

Basic Data on the Economy of Guyana. OBR 68-20. Information on Guyana similar to that listed above in the report on the Ivory Coast is included.

Selling in Switzerland. OBR 68-21. This report covers import requirements, distribution practices, commercial practices, marketing aids and government procurement.

Establishing a Business in Spain. OBR 68-24. Investment climate, legislation governing investment, business organization, industrial property protection, employment, taxation, availability of capital and basic economic facilities are among the subjects covered in this report.

Write: Any Department of Commerce field office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***International Trade: Gateway to Growth.* Published by the U.S. Department of Commerce. Washington, D.C. 1968. 47pp. 25 cents.**

The eighth book in the series *Do You Know Your Economic ABC's?* describes the impact of two-way trade between the United States and other countries.

The booklet points out that the American consumer is dependent upon imports for many conveniences of his everyday life. Similarly, other countries depend on our exports to help run their factories, harvest their crops, provide food, drugs and other goods.

Many facets of trade are detailed in this booklet, such as import duties, quotas, trade barriers and competition.

Write: Any Commerce field office or the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***Quantitative Import Restrictions of the United States.* Published by the U.S. Tariff Commission. Washington, D.C. 1968. 139pp.**

This report presents information on the background and present status of quantitative import restrictions maintained by the United States and comments on their economic significance.

Included in this study are data on embargoes, absolute quotas and tariff-rate quota provisions for restricting imports that were in effect on July 1, 1967, and a description of government administration of the restrictions, as well as a summary of U.S. obligations under the General Agreement on Tariffs and Trade (GATT) regarding quantitative import restrictions.

Limited free copies are available from: Secretary, U.S. Tariff Commission, 8th & E Sts. NW., Washington, D.C. 20436.

Italian labor studies

Two articles, "Notes on Labor Relations in Italy," and "Outline of Labor Legislation in Italy," prepared by the U.S. Labor Attache in Rome are now available to American firms. The articles, prepared in cooperation with the Commercial Section of the Embassy, cover many of the questions concerning Italian labor that are raised by American businessmen, and serve to alert U.S. firms to the major problems involved in labor-management relations in Italy.

Write: European Division, BIC-888, U.S. Dept. of Commerce, Washington, D.C. 20230.

***Lok Udyog (Public Enterprise) Monthly.* Published by Ministry of Finance. New Delhi, India. $3.96 per year.**

The magazine contains articles and news items on all aspects of India's 79 public sector industrial, trading, and financial firms. Key officials of the state-owned undertakings are also periodically listed.

The Nov. 1967 issue contains a list of chief executives, financial advisers/controllers, and secretaries, and the Jan. 1968 issue, a list of departmental officers.

Write: Deputy Secretary & Editor, Lok Udyog, Bureau of Public Enterprises, Department of Expenditures, Ministry of Finance, Room 168-A, North Block St., New Delhi, India.

***The London Chamber of Commerce Directory.* Published by the London Chamber of Commerce. 1968. London. 454pp.**

This is the first edition of this directory of members of the London Chamber of Commerce.

In addition to an alphabetical listing of members, there is a classified trade index, listing products and services alphabetically. Also included is material on the Chamber of Commerce, its overseas department, publications, trade sections, officers and trade missions.

For further information, **write:** The London Chamber of Commerce, 69 Cannon St., London EC 4, England.

***Economic Survey of Germany.* Published by the OECD. Paris. 1968. 44pp. 80 cents.**

This is the latest title in this series of economic studies for member countries, published annually by the Organization for Economic Cooperation and Development. The booklet contains information on both the monetary and budgetary aspects of the policies pursued in the past few years: the policy of demand restraint and recession and that of demand reflation and recovery. Recent trends and the outlook for the balance of payments are also discussed.

A statistical annex is included showing gross national product, income distribution, merchandise trade by area and commodity, and other tables.

Write: OECD Publications Center, Suite 1305, 1750 Pennsylvania Ave. NW., Washington, D.C. 20006.

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Calendar *for international traders*

ANN ARBOR, Mich.—May 13-14—Seminar on Current Developments in U.S. Taxation of Foreign Operations, Statler-Hilton Inn. Sponsor: Graduate School of Business Admin., University of Michigan.

CHICAGO—May 10—Businessmen's Consultation, members U.S. Trade Mission to Pakistan. Sponsor: Commerce Field Office.

CHICAGO — May 14 — Automotive Exporters' Club of Chicago meeting, Builders Bldg.

CHICAGO—May 15—Chicago Midwest Credit Management Assn., Bismarck Hotel.

CHICAGO — May 16 — Int'l Trade Club of Chicago, LaSalle Hotel.

CLEVELAND—May 15—Export Workshop on Transportation, Banking, FCIA Insurance, Conference Room, Greater Cleveland Growth Assn., 10 a.m.-12 noon.

COLUMBUS, O.—May 21—EFTA & a Look at Europe, The Wigwam. Speakers: A. Keller, Swiss Consul; L. Schwartz, pres., World Trade Services, Inc.

DETROIT—May 14—Export Marketing Workshop, Commerce Field Office, 9:30 a.m. Sponsors: Commerce Field Office, REEC.

GRAND RAPIDS, Mich.—May 17—Western Michigan World Trade Club meeting, Spring Lake Country Club, 10 a.m.

HONOLULU—May 15—Export-Import Workshop, Rm. 512, Bethel-Pauahi Bldg. Sponsors: Commerce Field Office, Small Business Admin.

JEFFERSON CITY, Mo.—May 20—Governor's Conference on Mo. Exports, Ramada Inn, 12 noon. Sponsors: Kansas City & St. Louis REECs, Chamber of Commerce.

JOPLIN, Mo.—May 14—In-Office Workshop for Exporters, Chamber of Commerce, 2 p.m. Sponsors: Commerce Kansas City Field Office, Chamber of Commerce, REEC.

JOPLIN, Mo.—May 15—Export Documentation Workshop, Chamber of Commerce, 9:30 a.m. Sponsors: Commerce Kansas City Field Office, Chamber of Commerce, REEC.

LOS ANGELES—May 17—Export Expansion Seminar, Calif. Country Club, City of Industry, 9:30 a.m. Sponsors: Commerce Field Office, City of Industry Chamber of Commerce.

MEMPHIS—May 17—Export Workshop on the Netherlands, Cook & Co. Sponsors: Commerce Field Office, REEC.

MEMPHIS—May 21-22—Executive Level Export Seminar, Holiday Inn-Rivermont. Sponsors: Commerce Field Office, REEC, World Trade Club, Mid-South Exporters' Roundtable, Chamber of Commerce.

NEW HAVEN—May 21—Combination Export Managers luncheon meeting, Yankee Silversmith Inn, Wallingford, 11:45 a.m. Speaker: Peter F. Greene, *Business Abroad.*

NEW YORK — May 15 — Foreign Commerce Club of N.Y., Foreign Freight Forwarders & Brokers Night, Grand Ballroom, Hotel Commodore.

NEW YORK—May 15-16—Businessmen's Consultation, **Wolfgang F. Robinow, Trade Center Director, Frankfurt.** Sponsor: Commerce Field Office.

NEW YORK—May 21—Int'l Executives Assn. luncheon, Hotel Statler Hilton, 11:45 a.m. Speaker: R. D. Carter, Transamerican Trailer Transport, Inc.

PADUCAH, Ky.—May 21—World Trade Week Seminar, Irvin Cobb Hotel, 12 noon-3:30 p.m. Sponsors: Commerce St. Louis Field Office, REEC, Lions Club, SBA, Chamber of Commerce.

PARK CITY, Utah—May 15—S. America Marketing Symposium. Sponsors: Commerce Salt Lake City Field Office, REEC, Pan American Airways, Utah Industrial Promotion Commission.

PITTSBURGH—May 15—In-Office Export Workshop, Commerce Field Office, 2 p.m. Sponsors: Commerce Field Office, REEC.

ST. LOUIS—May 14—Mayor's Conference on St. Louis Exports, City Hall, 12 noon. Sponsors: REEC, Commerce Field Office, Chamber of Commerce, World Trade Club.

ST. LOUIS—May 16—World Trade Week luncheon, Downtown Kiwanis Club. Sponsors: REEC, Commerce Field Office.

ST. LOUIS—May 16—World Trade Club monthly dinner meeting, Missouri Athletic Club, 6 p.m. Speaker: Congressman Thomas E. Curtis.

SAN FRANCISCO—May 15—General Export Seminar, Rm. 13450, New Federal Bldg., 9:30 a.m.

SPRINGFIELD, Mo.—May 16—In-Office Workshop for Exporters, 9:30 a.m., Export Documentation Workshop, 2 p.m., Chamber of Commerce. Sponsors: Commerce Kansas City Field Office, Chamber of Commerce, REEC.

TITUSVILLE, Pa.—May 20—Export Luncheon-Forum, Cross Creek, 12 noon.

TRENTON—May 20—Delaware Valley Int'l Trade Assn. monthly meeting. Don Young's Restaurant, 12 noon. Speaker: Peter Blake, dir., State Division of Economic Development.

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